TearSheet

June 1995

Case Histories

Carl Mattison

Art Director
Flamingo Press, Inc.
18 N.E. 9th St.
Ft. Lauderdale, FL 33304

Beach umbrella and beach ball lifted out of Aug. 92 *PMS*, p. 18, to accent "Supper By The Sea" menu. The 9 x 15¾ piece is printed in two Pantone® colors (violet and green) on white stock.

SUPPER BY THE SEA

ENTREES

Fresh Catch of the Day
Market Fresh Fish, Baked or Broiled, Served with Rice Pilaf and Fresh Vegetable.

Trout Almondine
Whole Boneless Trout, Sauteed in White Wine, Shallots, Lemon Juice and Butter Topped with Almonds. Served with Rice Pilaf and Fresh Vegetable.

Cajun Catfish
Boneless Farm Raised Catfish Filet, Seasoned with Cajun Spices and Baked in White Wine and Lemon Juice. Served with Rice Pilaf and Fresh Vegetable.

Fish 'n Chips
Tender White Meat Filets, Batter Dipped and Deep Fried till Golden Brown. Served with French Fries and Cole Slaw.

Fried Shrimp
Lightly Breaded, Butterflied and Deep Fried till Golden Brown. Served with French Fries and Cole Slaw.

Grilled Marinated Breast of Chicken
Boneless Breast of Chicken, Marinated in our own Oriental Marinade, Grilled and Served on a Bed of Fried Rice with Fresh Vegetable.

BBQ Chicken
Basted with our Very Own Tangy Western BBQ Sauce and Charbroiled Slowly. Served on a Bed of Fried Rice with Fresh Vegetable.

Southern Fried Chicken
Dipped in our Honey Batter and Deep Fried to a Golden Brown. Served with French Fries and Cole Slaw.

Top Sirloin
An 8 oz. cut of Quality Beef, Charbroiled to your Taste, accompanied with Bernaise Sauce. Served with your choice of Baked Potato, French Fries or Rice and Fresh Vegetable.

London Broil
Select Cut of Marinated Steak, Charbroiled to your taste, Served on a Bed of Rice Topped with Bernaise Sauce. Served with Fresh Vegetable.

Roast Prime Rib Au Jus
Perfectly Aged and Slow Roasted to Seal in Natural Beef Flavor, with Horseradish Sauce. Served with Baked Potato and Fresh Vegetable.

Baked Stuffed Pork Chop
A Tender Center-cut Pork Chop, Stuffed with Apple Sage Stuffing, Baked and Topped with Dijon Mustard. Served with Applesauce and Fresh Vegetable.

Vegetable Stir Fry
Market Fresh Seasonal Vegetables Julienne, Sauteed in Sesame Oil, Seasoned with Fresh Garlic, Ginger and Shallots.

Chicken and Shrimp Stir Fry
Tender Pieces of Chicken, Sauteed in Sesame Oil with a Variety of Fresh Seasonal Vegetables with Fresh Gulf Shrimp and Oyster Sauce. Served on a Bed of Rice.

Tortelloni Romagnola
Cheese Filled Multi Colored Pasta, Served with your choice of our Marinara Sauce or Alfredo Sauce, with Garlic Breadstick.

Tortelloni Cabonara
Cheese Filled Tri-colored Pasta in a Classic Sauce of Cream, Egg, Parmesan Cheese, Prosciutto Ham with a hint of Dijon Mustard. Served with a Garlic Breadstick.

LITE DINING

Sirloin Burger
Extra Lean Half Pound Ground Sirloin, Charbroiled to Order, Served on a Kaiser Roll with your choice of French Fries or Onion Rings. Cheese - .50 extra.

Grilled Marinated Breast of Chicken Sandwich
Boneless Breast of Chicken, Marinated with Oriental Spices, Served on a Toasted Kaiser Roll withThousand Island Dressing. Served with your Choice of French Fries or Onion Rings.

Large Double Cheese Pizza
Double Mozzarella Cheese Pizza Baked to Perfection.

Largeworks Pizza
Any Combination of Toppings: Extra Cheese, Green Pepper, Sausage, Ham,Pepperoni, Black Olives, Mushrooms, Onions, or Sliced Tomatoes.

BEVERAGES & DESSERTS

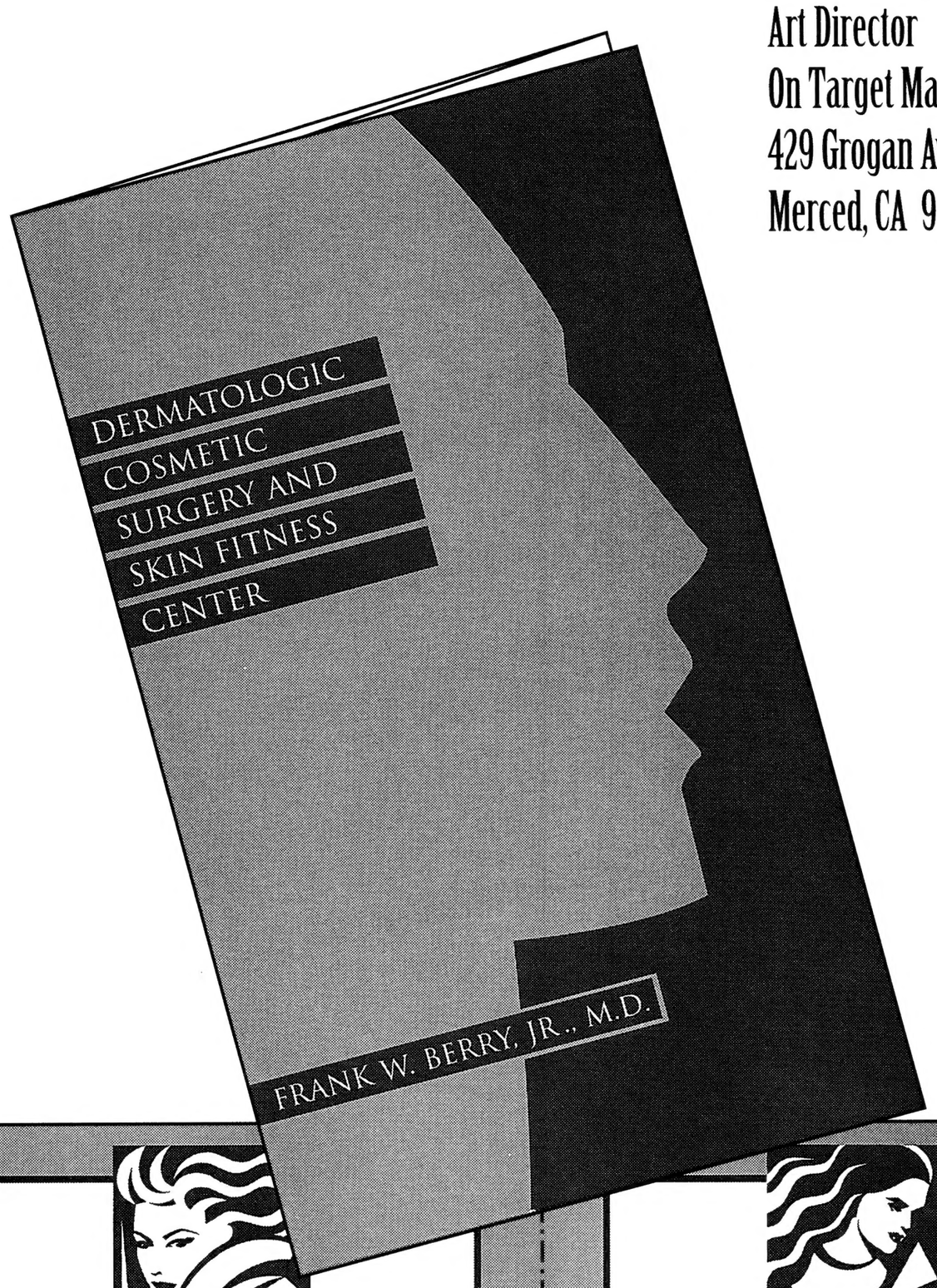
Coffee, Tea, Decaffeinated Coffee, Milk, Soft Drinks
Soft Serve Ice Cream, Sherbet • Chocolate, Vanilla or Strawbery Ice Cream

Case Histories

Julie Rivard

Art Director
On Target Marketing
429 Grogan Ave.
Merced, CA 95348

Fashion art from July 94 *PMS*, p. 4, featured on two-fold dermatology center brochure. A silhouette face was drawn for the brochure cover to match the style of art used on the inside. Printed in purple and screens of purple on cream stock.



SKIN FITNESS PROGRAM

Revolutionary program designed to produce younger and healthier looking skin by correcting:

- Age spots
- Uneven pigmentation
- Unsightly blemishes
- Acne
- Sun damaged skin
- Some fine wrinkles
- Photo-aged skin
- Large pores

CHEMICAL PEELS

Remove the outermost layer of skin through careful application of a peeling solution. This procedure is most effective on some acne scars, early aging lines and brown spots. Peels also help restore a more youthful translucency and luster to your skin.

DERMABRASION

Involves the mechanical "sanding" of the skin's surface layer. This technique can dramatically improve depressed scars and skin texture problems.

COLLAGEN INJECTIONS

Fill scars and wrinkle lines so that skin has a smoother texture and shape. While not a permanent solution, this quick non-surgical treatment is especially effective on smile and frown lines, depressed scars and irregularities.

LIPOSUCTION

Reshapes thighs, hips, buttocks, abdomen and chin by removing unwanted fatty areas.

TREATMENT OF UNSIGHTLY BLOOD VESSELS

Small superficial blood vessels commonly appear on the face, neck or legs. Many patients consider such blood vessels a cosmetic liability. As treatment, we remove them using a mild electric current, or special injections called sclerotherapy.

HAIR TRANSPLANTS AND HAIR LOSS TREATMENTS

Fill in balding areas by surgically redistributing your own natural hair. Some hair loss problems do not require surgery, but innovative medical care including safe scalp lotions to help stimulate new hair growth

LASER SURGERY

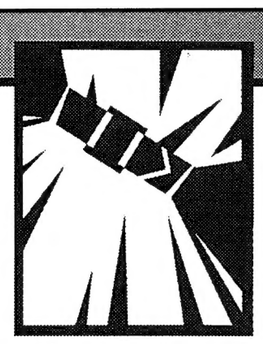
Useful in removing various benign or malignant skin lesions, as well as tattoos.

SKIN CANCER TREATMENT

Many effective methods are available and used for treating skin cancers, including surgical removal, localized destruction, and topical chemotherapy.

SPECIAL TREATMENT FOR PSORIASIS

Management with photochemotherapy using long wave ultraviolet light treatment in combination with oral Psoralen medication (PUVA), as well as short wave ultraviolet light in combination with tar preparations.



PRODUCT SERVICES

We offer many unique medication formulations that are generally not available to the public, which have been developed in order to individualize our treatments for maximum skin results. Our quality products are made by reputable pharmaceutical companies who follow rigid specifications from professional dermatologists. Disorders which can be treated with these special creams, lotions and gels include acne, dry and oily skin conditions, itchy skin problems, blotchy complexion and problems related to aging such as dullness and wrinkling. Regular use of these products can lead to healthier and younger looking skin. Please remember, however, that many insurances do not cover these product services and payment is expected at the time of purchase.

TRADITIONAL DERMATOLOGIC SERVICES

In addition to the cosmetic procedures and skin fitness programs described, the dermatology clinic specializes in traditional dermatologic services associated with diseases and surgery of the skin including mole and skin cancer removal.

FRANK W. BERRY, JR., M.D.

Certified Diplomate of the American Board of Dermatology
Member, American Academy of Cosmetic Surgeons
Fellow, American Society for Dermatologic Surgery
Fellow, International Society for Dermatologic Surgery
Member, American Society of Liposuction Surgery
Fellow, American Academy of Dermatology

Case Histories

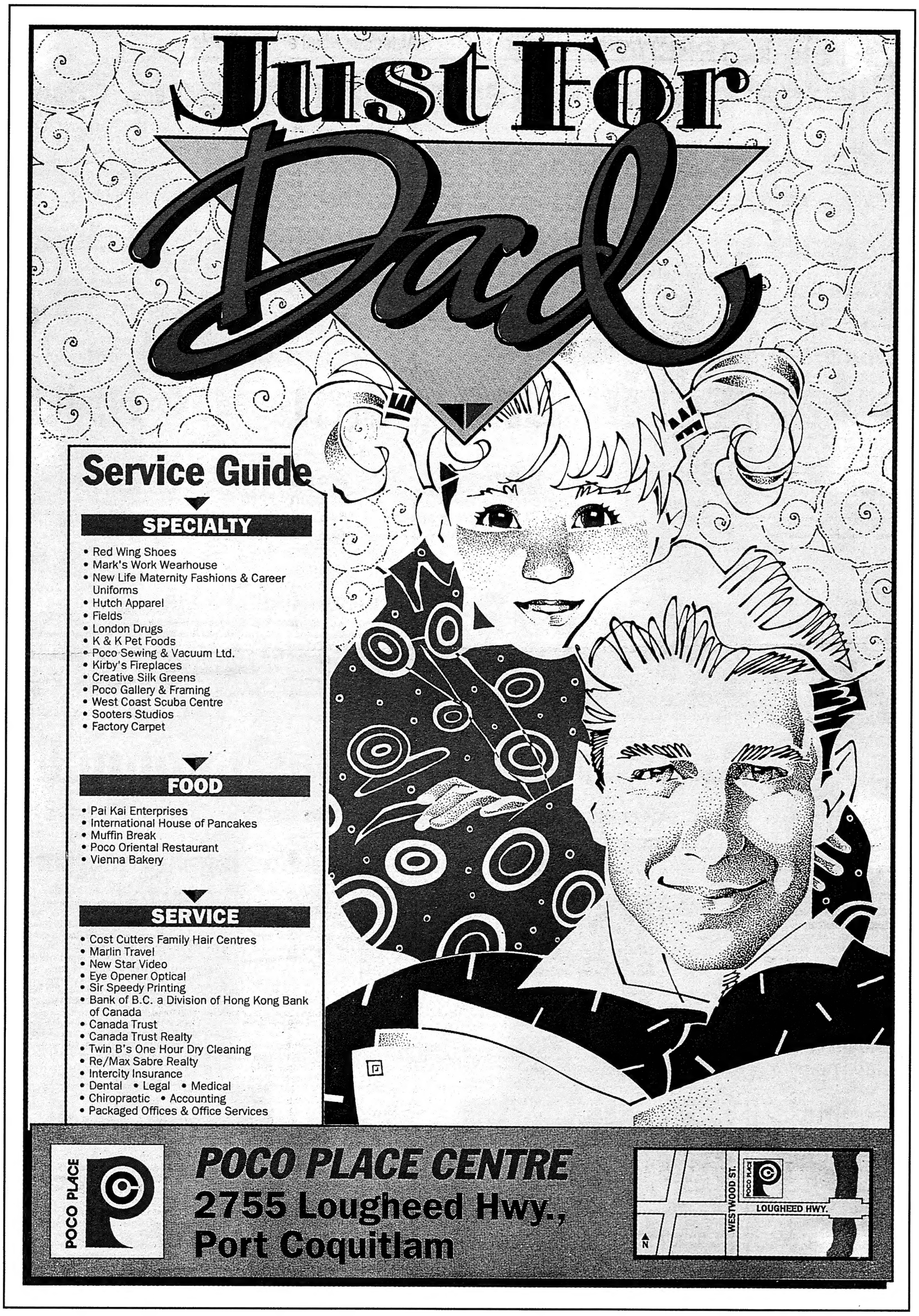
Scott A. McCall
Creative Services Manager
Harte-Hanks/Shopper's Guide
1302 Avenue T
Grand Prairie, TX 75050

Lifeguard (from July 94, *PMS*, p. 10) used on tanning salon flyer to promote safe tans. The art was positioned to bleed off right side.

Case Histories

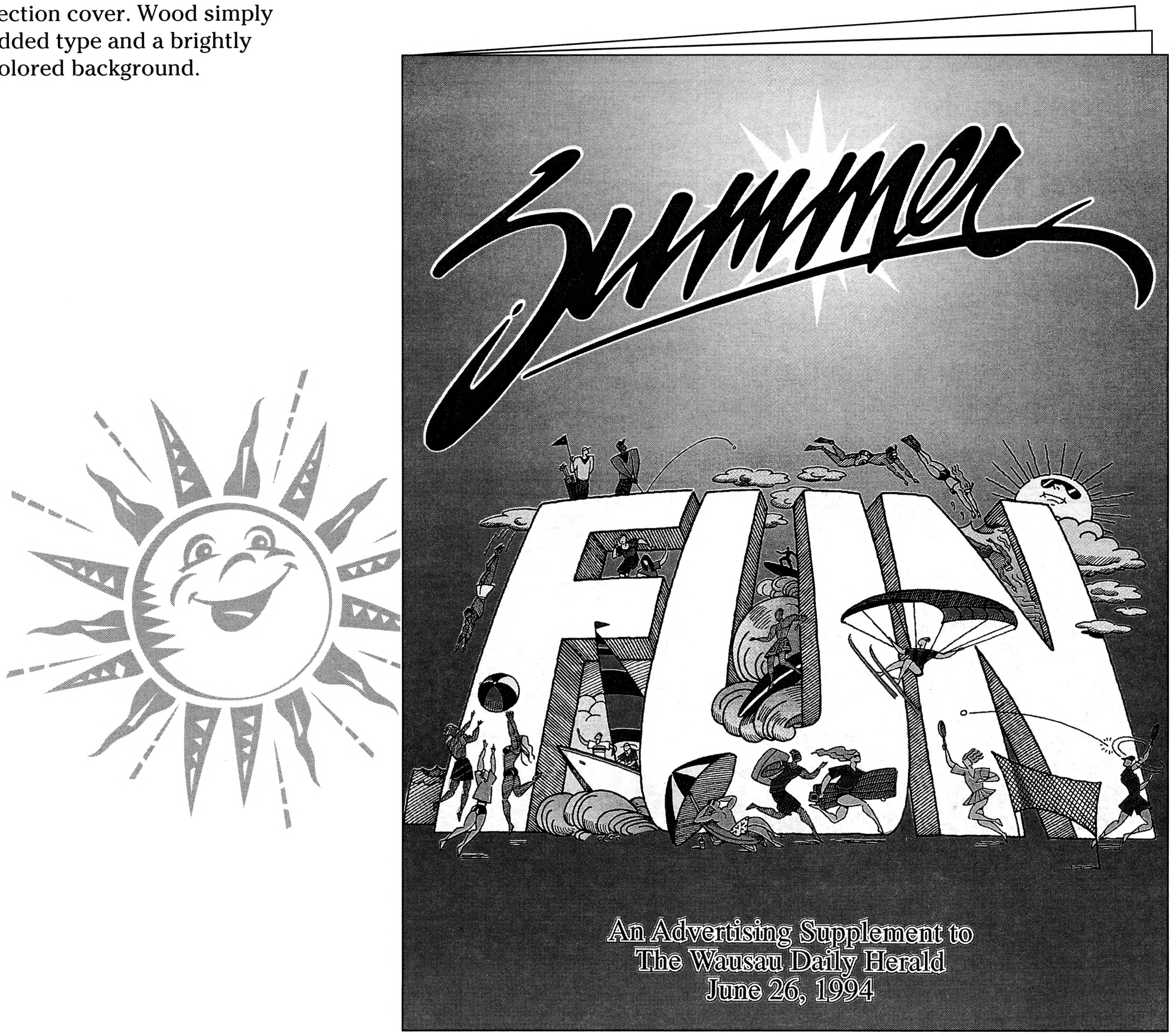
Father's Day art from June 90 *PMS*, p. 2, combined with "Just For Dad" lettering from Mar. 90 *Clipper*, p. 19, to create Father's Day service guide ad. Pilon extended the background texture. Printed in blue and black.

TAMMY PILON
Graphic Artist
Tri-City News
1405 Broadway St.
Port Coquitlam B.C. V3C5W9



MICHELLE WOOD
Creative Services Manager
The Wausa Daily Herald
800 Scott St.
Wausa, WI 54401

"Fun" type embellished with vacationing figures (from June 94 *PMS*, p. 4) served as the starting point for this newspaper special section cover. Wood simply added type and a brightly colored background.



Case Histories

Linda McNulty

Paste-Up Artist
Pennysaver Press
109 South St.
Bennington, VT 05201

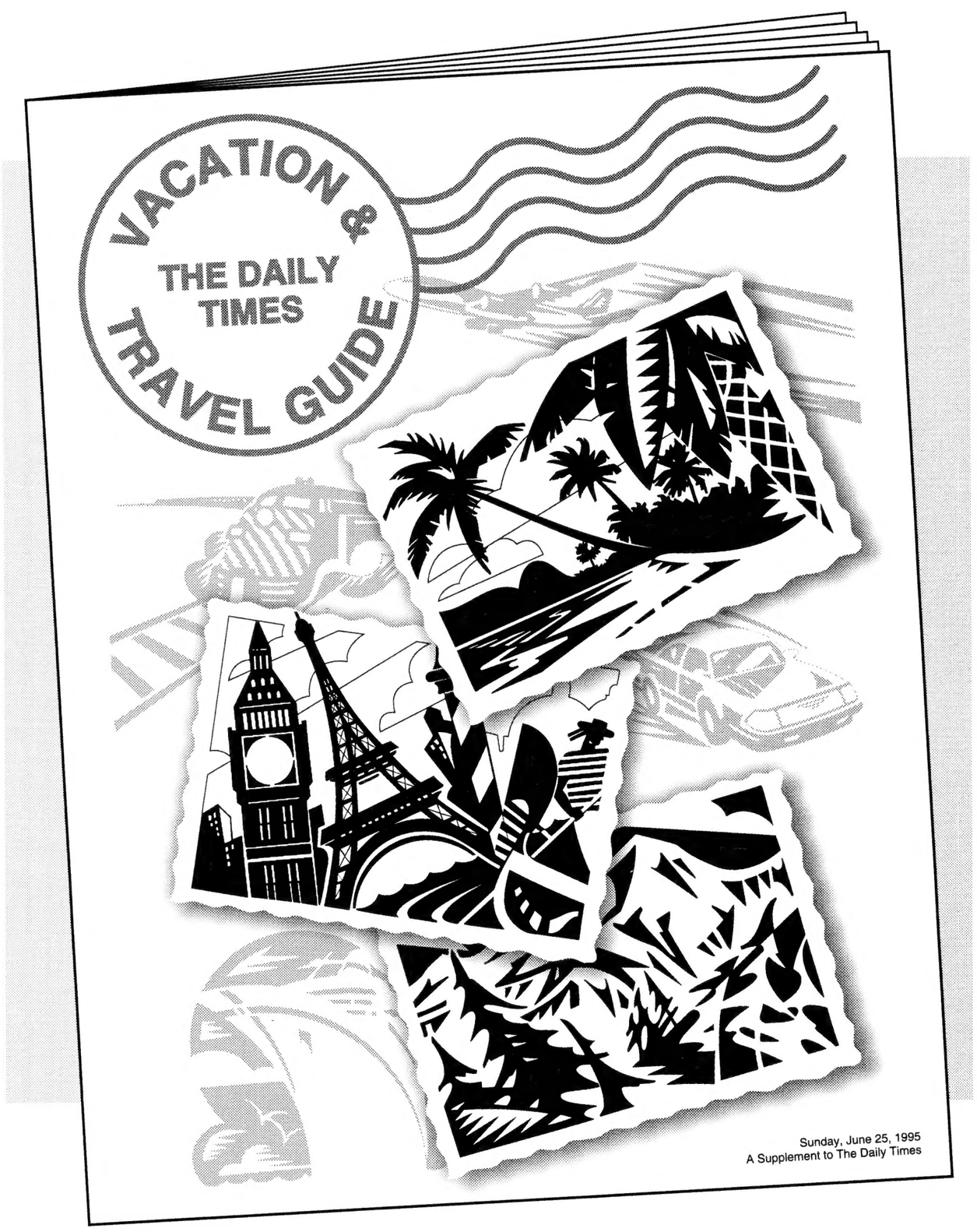
Elements removed from Feb. 93 *PMS*, p. 18, ad frame, bee and honeycomb repeated, and art extended to fit the dimensions of the ad. McNulty says, "This ad won two separate First Place awards. A highly successful piece of work. Thank you."

For *PMS* Cover Story and Trade Show information please see the inside front cover of *Print Media Service.*

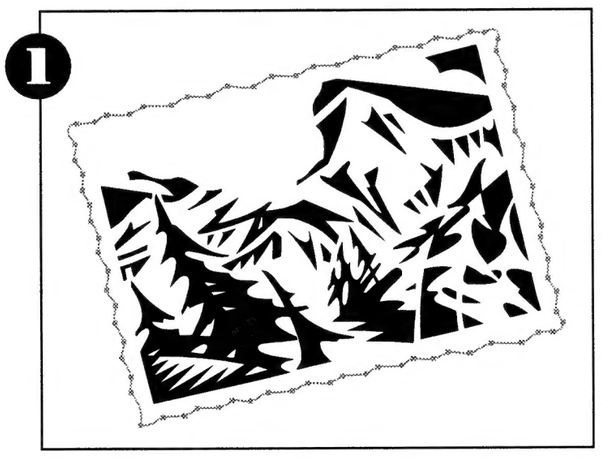
Desktop Design

Hungry for linage revenue? Interest your advertisers with special supplements

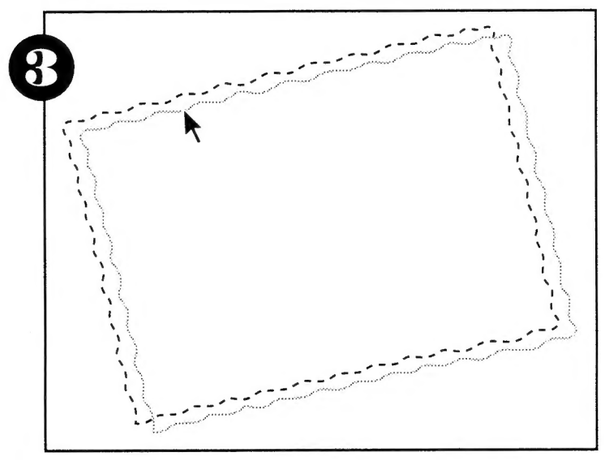
Special newspaper supplements can provide a fresh audience for your advertisers, and they're great for reaching specific groups like brides, homeowners, seniors, parents, etc. Plus, supplements for almost any subject are easy to put together using *EPMS* art. In addition to the ready-to-use tab cover provided every month, you'll find complementary art to use for inside spreads, editorials, and ads, and more cover ideas, ad layouts, lettering, headlines, and copy ideas on the pages of *Tearsheet* each month. Travel art: 005T0695.EPS; picnicking ants: 094F0695.EPS; "Cookout Fun": 103F0794.EPS; family: 051F0695.TIF; in-line skaters: 052F0695.TIF; joggers: 064F0695.TIF.



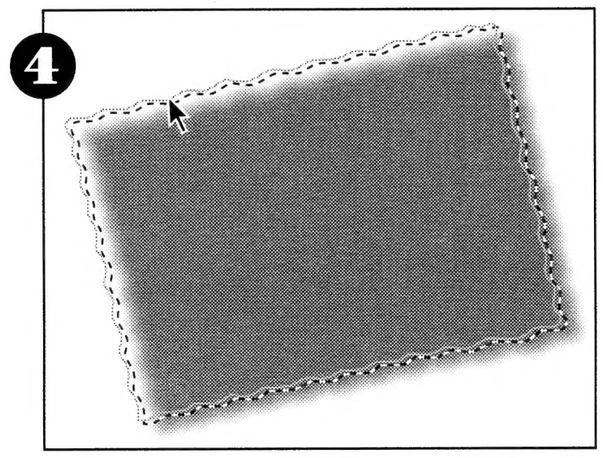
To add soft shadows to the postcards, the original art was opened in a draw program, and elements were deleted. The designer copied each postcard (including the white background of each) to separate documents.



The designer opened the first postcard in Photoshop and saved it as a selection. Then she loaded the selection and copied the art to the clipboard. Next, she deleted the art, leaving an empty selection.

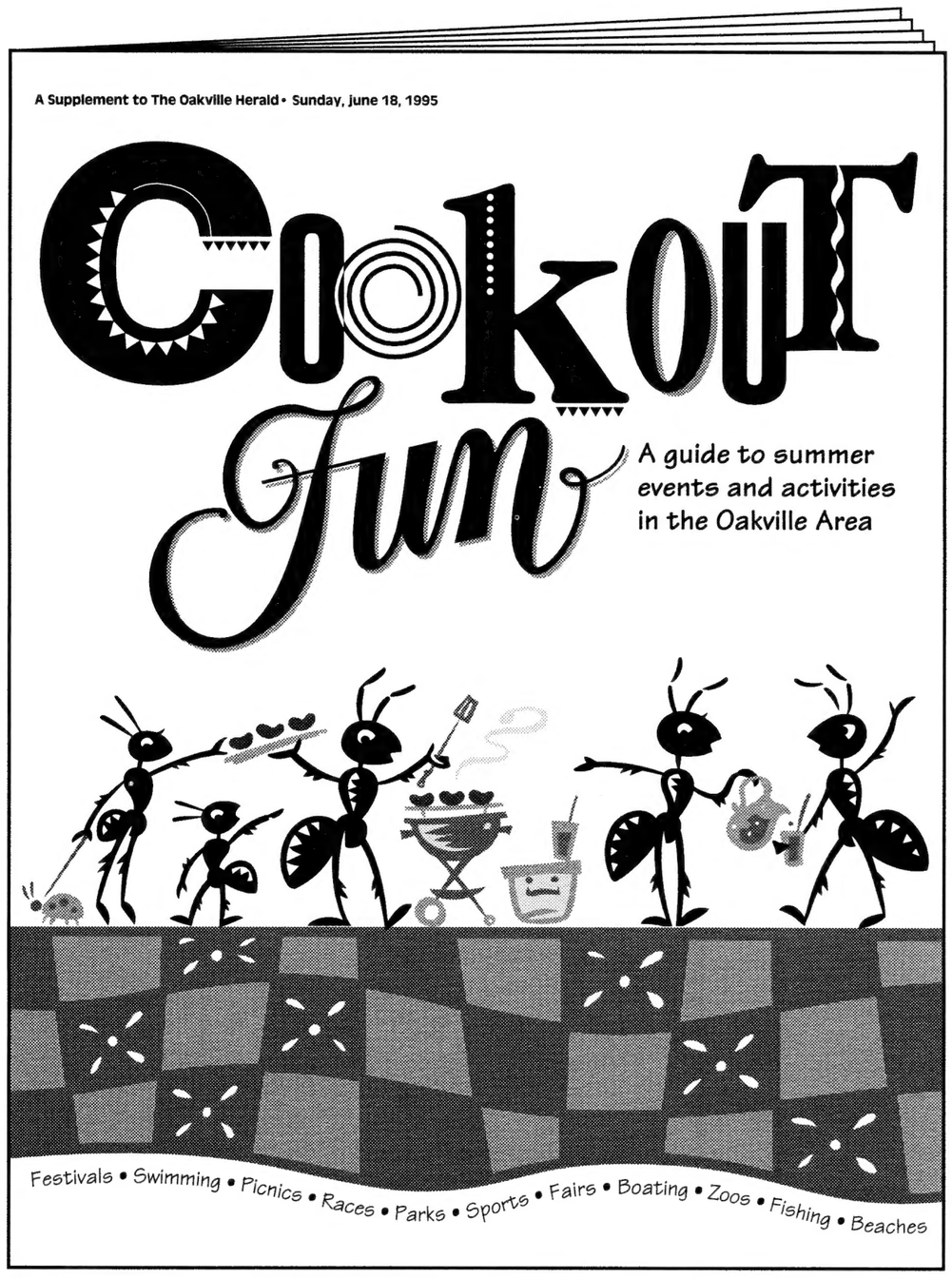


She moved the selection slightly down and to the right, using the mover tool while holding down option/command; then feathered with a radius of 15 pixels and filled with 50% opaque black.

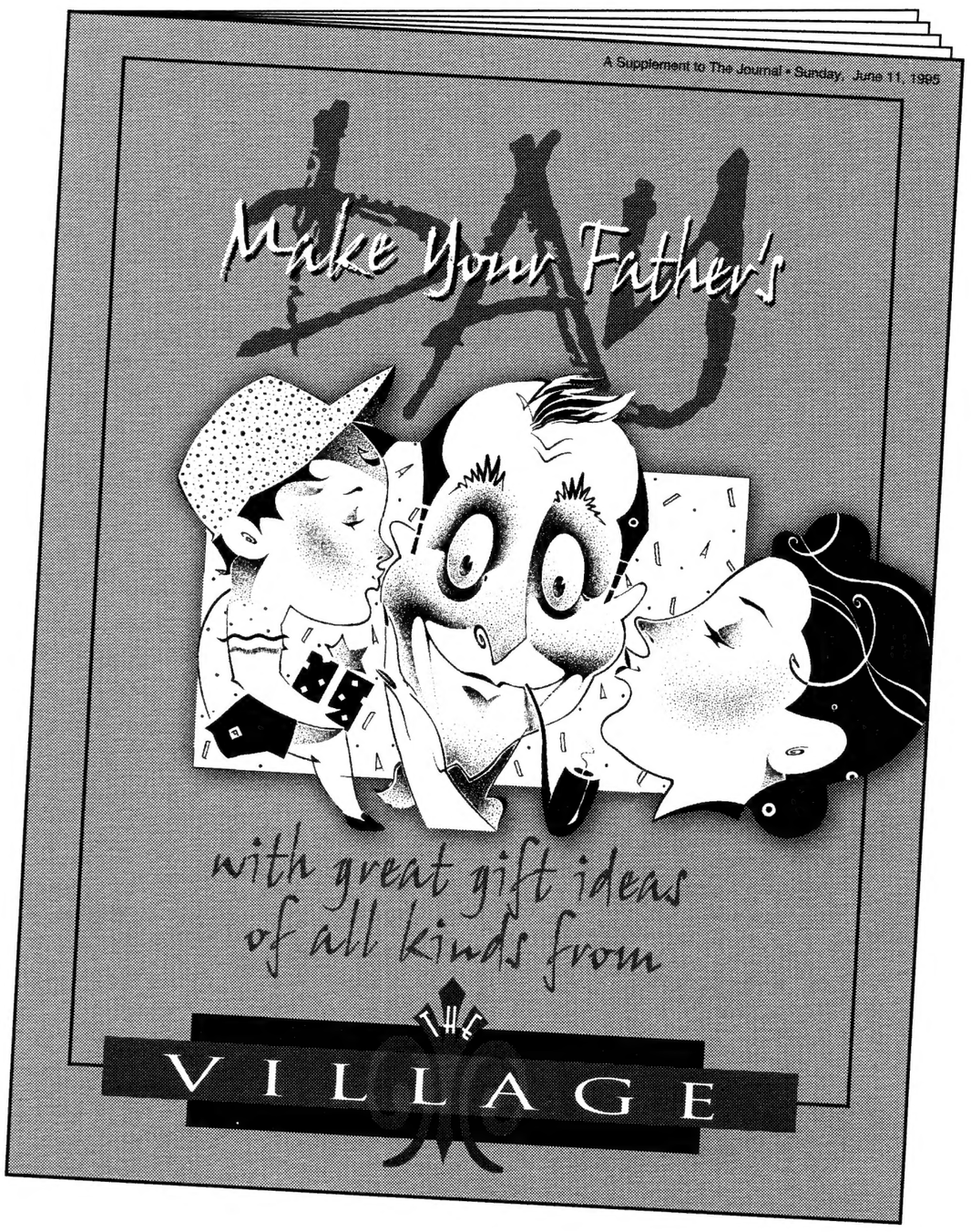


Next, she re-loaded the selection, and moved it slightly up and to the left using the mover tool while holding down option/command. She feathered the selection and filled as in step 3.

The selection was loaded again, and the art was pasted from the clipboard. This process was repeated to add shadows to the remaining postcards.

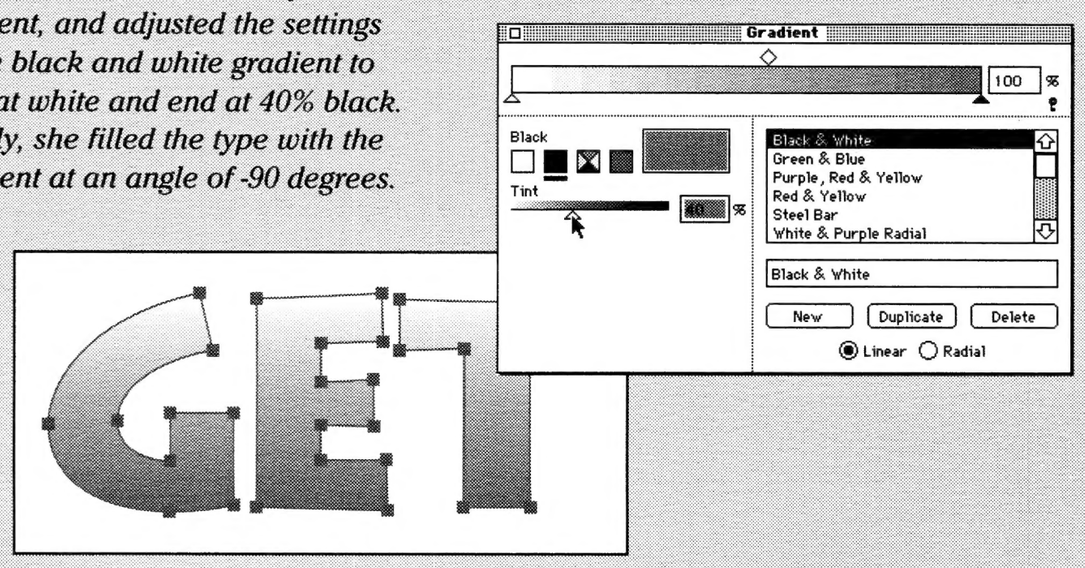


The funky type shown at right was altered in Illustrator for use on the tab cover shown at left. The designer wanted to separate "Fun" from "Cookout", but some of the contours were connected where the letters overlapped. After moving "Fun" and ungrouping several contours, the designer used the direct selection tool to move the contours from the "F" which were overlapping the "U", then added them back to the "F" She chose Object, Average, Both and Object, Join, Smooth to re-connect the contours.



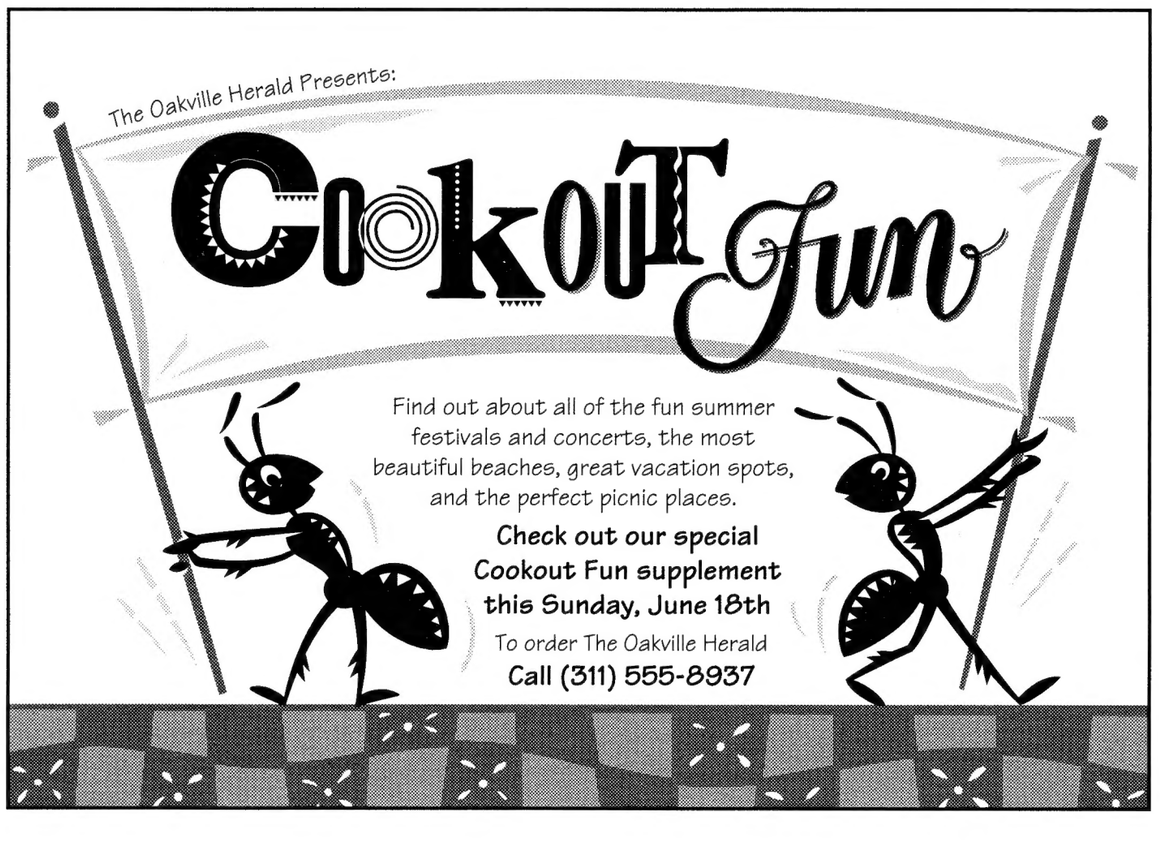
The designer laid out the tab cover at right in a draw program, then added a soft shadow behind the art using the same Photoshop technique used on the Vacation and Travel Guide supplement cover. *See opposite page for details.*

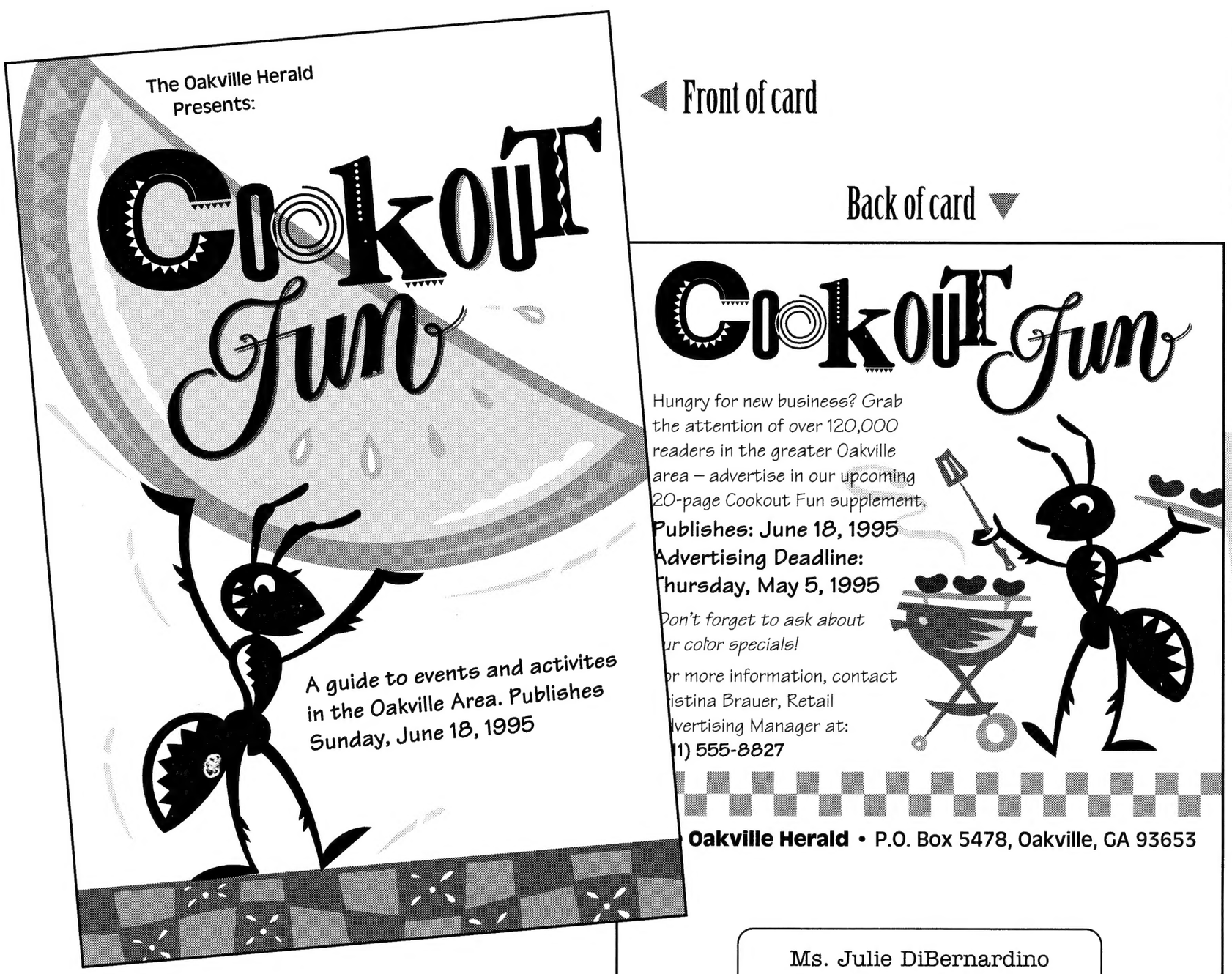
To add a gradient to the headline on the tab cover at left, in Illustrator: The designer changed the type to outlines. She then chose Object, Gradient, and adjusted the settings of the black and white gradient to start at white and end at 40% black. Finally, she filled the type with the gradient at an angle of -90 degrees.



Announce It: With calls to advertisers and teaser ads!

Now that you've decided on a subject for your special supplement, let area businesses know about it! Use the same style of art and type on your call to advertisers (as shown on the card, below) so that they'll not only know the topic of the supplement and when it's being published, they'll also know what the supplement will look like. If you're sure that a business will want to advertise — like a formalwear store in an upcoming bridal supplement — you might even send out a rough sketch of an ad. Again, your teaser ads should reflect the look of the supplement so that readers will know what to look for (see our ad at right). Ants with banner: 086F0695.EPS; tablecloth: 094F0695.EPS; "Cookout Fun:" 103F0794.EPS; ant with watermelon: 087F0695.EPS; cooking ant: 094F0695.EPS.





◀ Front of card

Back of card ▼

Ms. Julie DiBernardino
Advertising Director
Twin Lakes Hotel
Oakville, IL 62653

For the call to advertisers card, left, and the teaser ad, above, in a draw program: The designer isolated a section of the tablecloth from the picnicking ants art and positioned it at the bottom of each layout. She changed some of the fills from black to gray to simplify the art. Tekton and Tekton Bold were used on all pieces for a casual look.

TYPE TALK

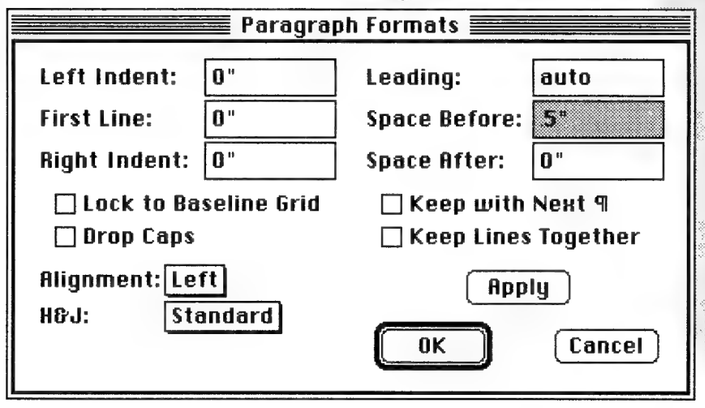
Quest for Space: Adding space between paragraphs

You can add space between paragraphs with leading. But if your text is set 10 on 12, and you want, say, 2 picas of space in between paragraphs, then adding space with leading could be difficult. Not to worry — your page layout program comes to the rescue again!

Quark and PageMaker both have Space Before and Space After features to add space between each paragraph in picas, inches, or whatever system of measurement you've chosen in Preferences. In Quark, use the Paragraph Formats dialog box (command-shift-F); in PageMaker, use the Paragraph Specifications dialog box (command-M). You should use only Space Before or only Space After. If you use both, you'll get twice the amount of space that you want. We use Space After when setting type, but it works just like Space Before. Note: Space Before will not work on the first paragraph of a text box.

Here's a tip – if you want to move a word to the next line, don't use the carriage return — use a soft return (shift-return). Only use the carriage return if you want to insert space between paragraphs. Unnecessary returns will cause you to end up with extra space where you don't want it.

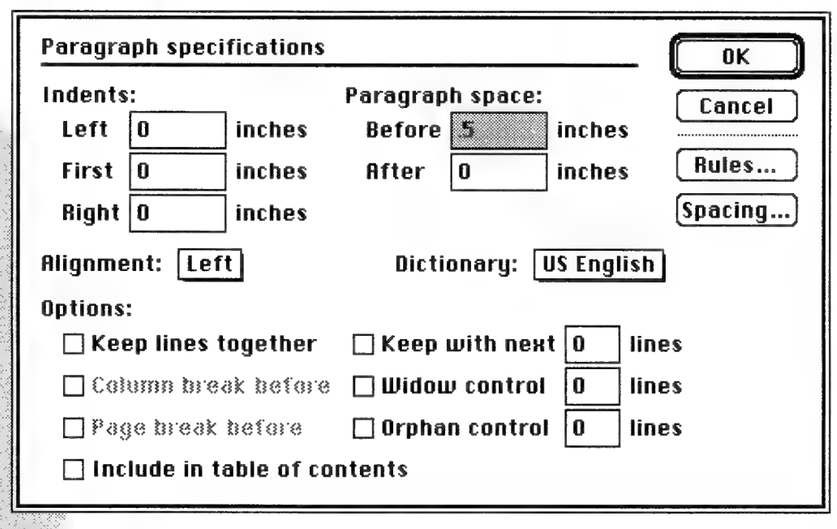
QuarkXPress



Use the Paragraph Formats dialog box (command-shift-F), shown at left, to add space before or after each paragraph of text. You must have a carriage return between each paragraph of text in order to use Space Before or Space After.

PageMaker

Add space before or after each paragraph of text in PageMaker with the Paragraph Specifications dialog box, shown at right. Adding space before or after paragraphs of text will not affect the leading of the paragraphs.



Welcome to Electronic Print Media Service! Here's how to get the most out of your art.

Numbering Conventions

Each image is identified by a number: for example, 001A0195.TIF.

- 001A0195.TIF: The first 3 digits identify the number of each image on your CD.
- 001A0195.TIF: The letter shows image type:

A: small-space ad: 1- or 2-column (2 1/16" or 4 1/4") layout including art, border and headline.
F: freestanding art: an illustration or heading. Freestanding art varies in size.
S: small TIFF ready-to-go ad at 2 columns (4 1/4") wide.
L: large TIFF ready-to-go ad at 4 columns (8 5/8") wide.
G: EPS ready-to-go ad at 3 columns (6 7/16") wide.
P: grayscale photograph.
C: color image. TIFF color images are provided in two sizes (8" high and 13" high) and may be modified in a paint or photo retouch program; EPS images are 8" high and may be modified in a draw program.
PC users: Color images are provided in RGB mode.
Macintosh users: Color images are provided in CMYK mode in two formats: TIFF and EPS Desktop Color Separations. When you place the separations in a page layout program, you will see five files included in one folder (a linking file and 4 color plates). Place the first file; it links to the color plates when you print. You need all five files to print the image .
D: duotone in two sizes, 8" high and 13" high. A grayscale version 6" high is also provided with a letter P.
T: tab cover. EPS tab covers are 8" high; TIFF tab covers are 8" high and 13" high.

- 001A0195.TIF: These digits identify the month and year of the issue.
- 001A0195.TIF: These letters indicate the file type: TIFF or EPS.

EPS (Encapsulated PostScript®) art is resolution independent: Resolution is determined by your PostScript output device. Reducing or enlarging an EPS image does not affect quality.

TIFF (Tagged Image File Format) art is bitmapped, and resolution affects quality. Grayscale and color TIFFs are provided at 170 dpi. Black and white TIFFs require higher resolution for quality reproduction, so they are provided at 300 dpi. Enlarging a TIFF image lowers its resolution; reducing it increases its resolution.

THIS • IS • YOUR • LIFE

Make the most of it with Continuing Education Classes!

Whether you want to change careers, or to update current job skills, this is the place to do it. Daytime, evening, and weekend classes make it convenient, and low tuition rates make it affordable.

Office of Admissions
Open Mon.–Fri. 9–5

For information, call
555-5678

Midtown Business College

Dollar bill Oct 91 Print Media Service

CA$H BACK

On Any New Vehicle In Stock!

Now is the time to buy the new car, van, or truck you want!

*Cash Back Oct 91 Print Media Service

Headline Mar. 90 Print Media Service

TAKE A LOOK AT THIS!

No Payments, No Interest 'til December*

It's like having absolutely free furniture for six months!

A new look for your bedroom, dining room, living room, or family room is more affordable than ever. With any purchase of $500 or more during the month of June, you make no payments and pay no interest until December 1995.* Be sure to shop early for the best selection.

****Subject to on-site credit approval.***

❊ Bauer Furniture Store
8765 East Gardener Parkway
Open Mon.–Sat. 9–5, Sun. 9–1

Headline May 93 Print Media Service Money mortice May 94 Print Media Service

Coupon DAYS

Save BIG With Discount Coupons And Our Super LOW Prices!

Monday, June 5, thru Sunday, June 11

Look for our circular in this Monday's issue of The Daily Journal. It's full of great money-saving coupons for lots of items you use the most!

FOODSMART 1248 West Monroe Open 24 hours

Get A Great Car And Save Big Bucks!

Up to $500 rebates on the latest cars, trucks, and vans

$300 CASH BACK on ar[illegible]
$400 CASH BACK on any [illegible]k
$500 CASH BACK any van

"It won't make a difference if I don't recycle."

Think Again!

If you're not part of the solution, then you're part of the problem.

RECYCLE!

It's going to cost HOW MUCH?

Don't pay too much for a quality muffler!

June Installation Special
Get a quality Ducco Brand muffler installed while you wait.
$24.99 thru 6/30/95

Metra Discount Mufflers
789 Charter Oak Rd. • **555-2400**

Sick and tired of slow service?

Don't believe you can get lunch in 20 minutes?

Check this out!

Try our Speedy Lunch Special Menu today! Order any of the delicious sandwiches, entrées, soups, or salads on our Speedy Lunch Special Menu. If it's not on your table within 20 minutes, then lunch is on us! Come give us a try today.

Let's do lunch!

Johnson Restaurant
Open Tues.–Sat. 11–8
1867 S. Illinois Ave.

Come In And See For Yourself

OUR LOWEST PRICES EVER!

Save up to 50% on everything in the store

Thinking about your future?

Then it's time to think about retirement. Prepare for it with an Individual Retirement Account (IRA). Contributions to the maximum amount allowed may be tax deductible, and your dividends are not taxed until withdrawal. Sound good? Then come start an IRA today!

PRINCEVILLE STATE BANK
134 S. Main • 555-8424

GET THE FACTS

...about affordable, quality health care

Get the health care services you need, provided by caring professionals in a relaxed, friendly atmosphere.

- State-of-the-art facilities
- Evening & weekend hours
- Ability-to-pay program

Greenwood Women's Health Center
548 W. Madison Dr. • 555-8795

Dollar bills Oct. 91 Print Media Service

The Energy Efficiency Experts!

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"Gifts For Dad" June 94 Print Media Service

Gifts FOR DAD

Find clothing that suits Dad to a "T"

Thru this Saturday, big savings on suits, shirts, pants, and shoes make it easy to find the perfect gift at a super low price.

Beaux 100% Cotton
Dress Shirts..... $15.99
Austin Wrinkle-Free
Chinos..... $22.99
Wembley Micro Fiber
Jogging Suits..... $35.99
Beason Linen
Sport Coats $45.99

Goldman's Clothiers
1200 North Washington Boulevard

Every Monday through Thursday,

Rent One, And Get One Free!

Any video of equal/lesser value. Good Mon.–Thurs. only. Expires 6/30/95.

FAMILY VIDEO CENTER
8938 South Knight • 555-3984

Fishin' for something to do this summer?

Kids ages 6 to 16 love our sports, swimming, crafts, camping, field trips, and cookouts. Full-day or half-day camp sessions. Call 555-CAMP for details.

Lincoln Day Camp
Route 50 and Lincoln Highway

DAD
OUR HERO

Show him how much you care this Father's Day

Get Dad a great gift from our large selection of watches, chains, rings, keychains, and more!

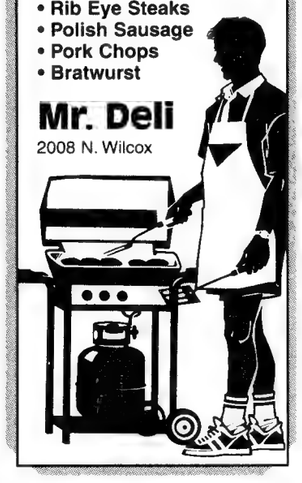
Barnes Jewelry
4240 South Kedzie • M–S 9–8

Headline May 93 Print Media Service

Cookout FAVORITES

All this week, stock up on the best barbecuing meat during our Freezer Pleaser Sale. Sale ends Saturday.

- **Lean Ground Beef**
- **Rib Eye Steaks**
- **Polish Sausage**
- **Pork Chops**
- **Bratwurst**



Mr. Deli
2008 N. Wilcox

Headline Decorative Headings & Alphabets, Vol. 4

Make the Smart Move!

She wants some new wheels and you want a great deal. You both get what you want when you shop the area's largest new and used car dealer.

BENSON AUTO SALES
315 W. Walden Pkwy. • 555-2895

Headline June 94 Print Media Service Border Jan. 93 Print Media Service

JUNE Jamboree

Join in the fun all month long as we welcome summer with special sales events, fashion shows, arts and crafts exhibits, and lots more!

During June, check out The Journal-Times for special sales, money-saving coupons, and circulars. Here are this week's events:

- **The Great Baby Race, Wed., June 7, 10 a.m., Center Court**
- **Fashion Show, Sat., June 10, 10 a.m., 2 p.m., Center Court**
- **Antique Show & Sale, Sat. & Sun., June 10 & 11**

Oakland Mall
1494 East Oakland Avenue

Headline Apr. 91 Print Media Service

It's NEW!

The children's video section is bigger and better than ever before

Come see all the changes we've made to our newly expanded Children's Video Section. It now features over 700 video titles and over 300 Veda and Pinbendo video game cartridges!

- **Two-For-Tuesdays**
- **Kids' Playroom**
- **Videotape Players, Veda & Pinbendo Systems For Rent**

FAMILY VIDEO CENTER
8938 S. Knight • 555-3984

Headline Aug. 94 Print Media Service

SUNNY SUMMER SPECIALS

Save up to 30% on a wide selection of sporting equipment!

Prices are slashed on swimming apparel, sports shoes, fishing gear, tennis rackets and balls, and more through Saturday.

Whitmore Sport Shop
1945 S. Frye • M–S 10–9

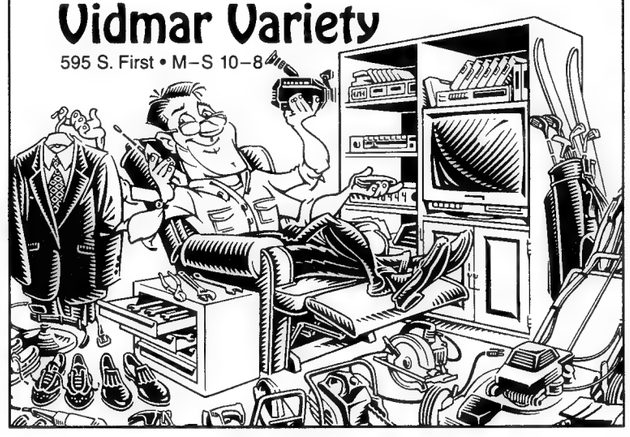
"Bargains" July 93 Print Media Service

FATHER'S DAY

BARGAINS

Looking for the perfect gift for the Dad who has everything? Look no further! We carry a wide variety of merchandise at the lowest prices in town, so you're sure to find what you're looking for. Plus, find the right Wahlmark card to express your feelings.

Vidmar Variety
595 S. First • M–S 10–8



Headline Aug. 94 Print Media Service

Come and GET IT

Gear up for summer family cookout fun!

It's time to get your grill ready for great summer cooking. Whether you need charcoal, lighter fluid, bottled natural gas, repair parts, or a whole new grill, we have what you need.

Hanson Hardware
2300 Manual • Mon.–Sat. 9–9

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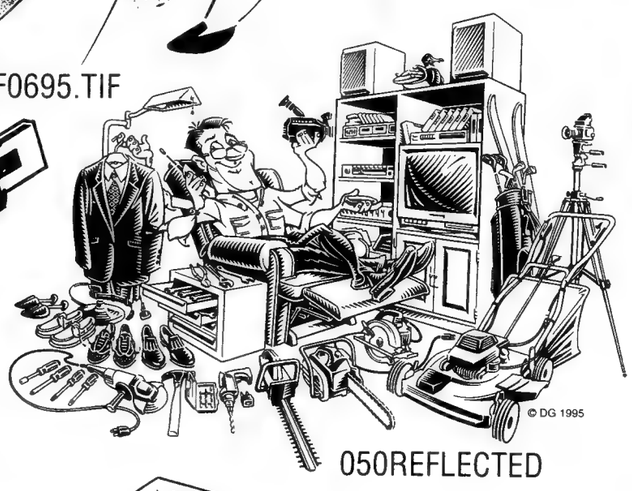

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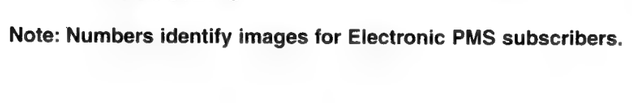

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Background June 92 Clipper

Play A Round With Us.

Now is the time to make your escape!
Price competition among the airlines means affordable airfares for you.

Fly N.Y. to L.A. for just **$199**

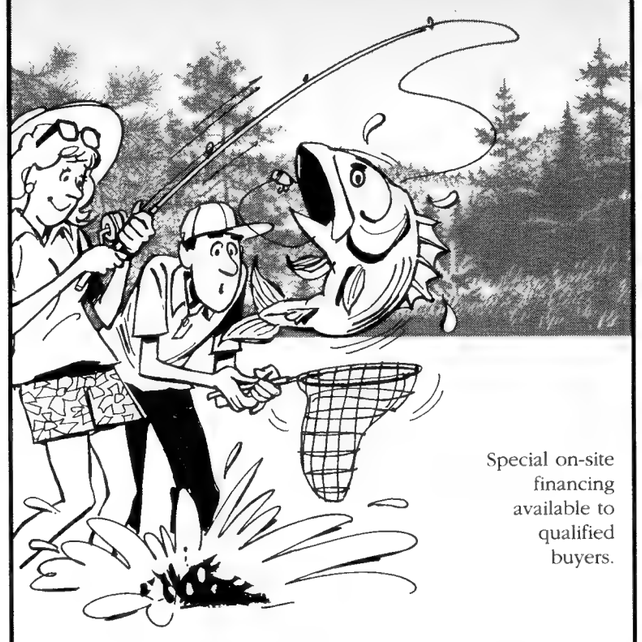
tax not included. All departures from Lanford International Airport.

ARTHUR TRAVEL
Metra Center • 555-2952

Trees Jan. 92 Clipper

DON'T LET THIS BIG ONE GET AWAY!

Get rebates of up to $1200 on the most popular models in stock during this once-in-a-lifetime sales event. Hurry! This offer ends Friday, June 30, 1995.



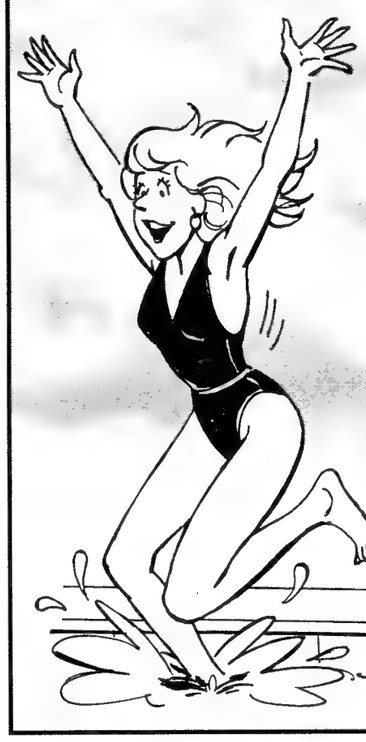
Special on-site financing available to qualified buyers.

Merigold Auto Mall
4111 Forrester Rd. • 555-6755

Clouds Apr. 92 Clipper

Join The Fun!

Watch for our insert in this Sunday's issue of The Times. Or call **Nancy at 555-8900** and ask for a free summer schedule.



- Camping
- Swimming
- Fishing
- Hiking
- Golfing
- Tennis
- Water Skiing
- Baseball

PD
PLATZ PARK DISTRICT

Here's Your Chance To

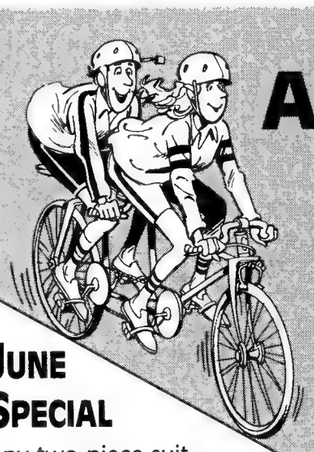
Reel 'Em In

Lots of great deals start with the classifieds. Whether you're buying or selling, it's a great place to catch some of the best bargains in town!

Call today to place your ad!

THE DAILY ARGUS
555-9050

Cloud burst Aug. 92 Clipper



A Great Team

Get all of your dry cleaning and alterations done in one easy stop!

- Draperies • Wedding Gowns
- Same-Day Service • Repairs
- Shirt Service • Alterations

Your One-Stop Cleaner!

JUNE SPECIAL
Any two-piece suit cleaned and pressed for
This offer good thru 6/30/95. **$3.99**

SELBY TAILORING & Doyle Dry Cleaners

Slide On In...

AND LEAVE HIGH PRICES IN THE DUST

The Lowest Prices And Best Selection In Town!

One Big Week Of Savings Through This Saturday!

SAVE UP TO 30% In Every Department

WE WILL NOT BE UNDERSOLD!

Look for special coupon circulars throughout the store

BERNARDS • 1122 PION PARKWAY

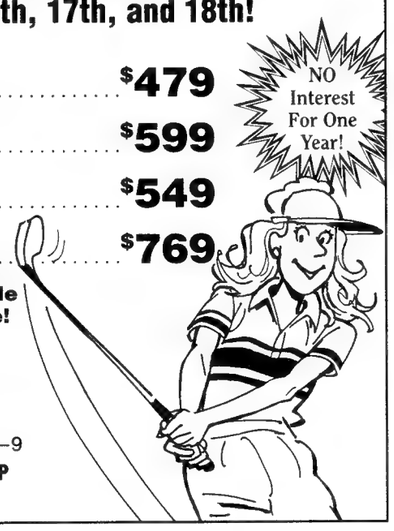
Money Feb. 95 Print Media Service

Go for the GREEN

At The Super Appliance Clearance Sale This Friday, Saturday, and Sunday, June 16th, 17th, and 18th!

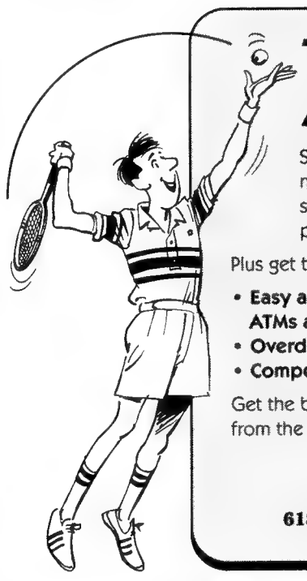
DISHWASHER Cleanzrite Model X-100	$479
WASHER Scrubee Model QE-2	$599
DRYER Scrubee Model QE-3	$549
REFRIGERATOR ChillRite Model UB-40	$769

NO Interest For One Year!



Find more incredible bargains storewide!

Kahler Appliance
1411 Cypress • M–S 9–9
FREE DELIVERY & SET UP



To Your Advantage

Start a checking account with no minimum balance and no service charges *and* get 300 personalized checks – **FREE!**

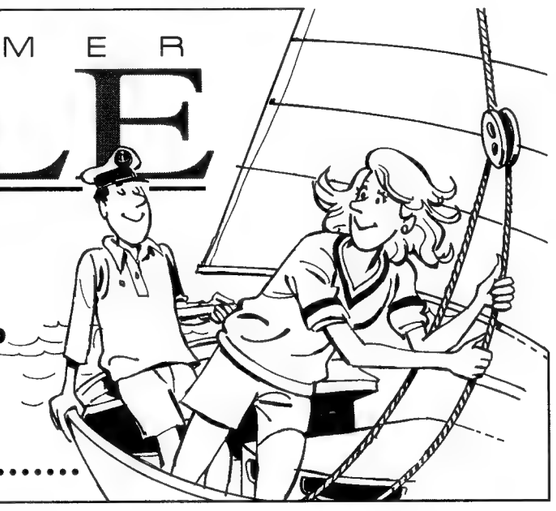
Plus get these great extras:

- **Easy access with AutoTeller 24 ATMs and AutoTeller-By-Phone.**
- **Overdraft protection available.**
- **Competitive interest rates.**

Get the banking services you need from the hometown bank you trust.

FIRST 1 BANK
618 N. Monroe • 555-4411

SUMMER SALE



SAVE NOW on all Casco no-iron, cotton-blend fabrics in prints and solids.

SAVE AN EXTRA 20% on selected McFalls Patterns.

Open Mon.–Sat. 10–8, Sun. 11–6

FabriCo. Warehouse
Burlington Shopping Center

ART on DEMAND

Every piece of art from a previous issue that's used in a demonstration piece is referenced next to the layout it's featured on. To order art from back issues of *Print Media Service*, call *Art on Demand* at 800-255-8800, ext. 129.

Let the Good Times

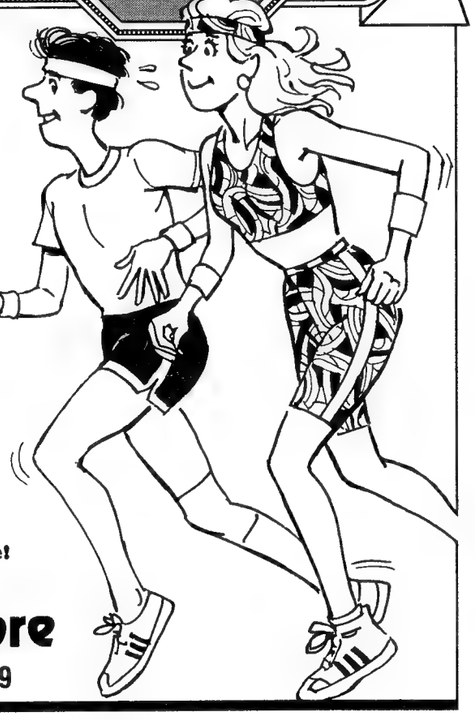
ROLL

2 for 1

Rental Special
Every Tuesday during the month of June

C&H Video
1410 Main Street

Get Up & GO



Thru Saturday, Save On Selected Items In Every Section

Powerz Energy Bars *6-pack, asst. flavors*	$2.99
A-1 Multi Vitamins *100-ct. Stress Formula w/Iron*	$3.39
PaynzGone Aspirin *100-ct. tablets or caplets*	$4.49
Silky Smooth Lotion *10 oz. bottle*	$1.99
NoRunz Pantyhose *5-pack, choice of colors*	$3.99

Save at your neighborhood drugstore!

DeVilbis Drug Store
7201 Grant Avenue • Open M–S 9–9

Cloud burst Aug. 92 Clipper

★★MAJOR LEAGUE BARGAINS★★

at minor league prices

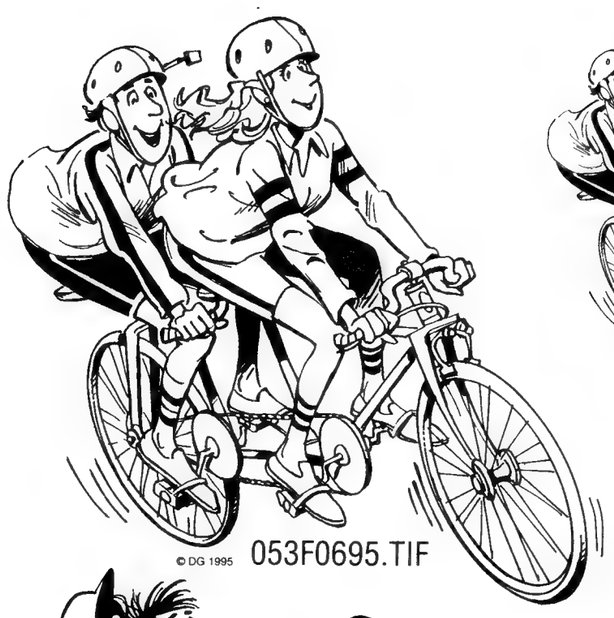
Storewide Savings Thru This Saturday

ALTA DYNEL YARN 8 oz. skeins of quality yarn in pastels, primary colors, and fashion shades	$2.49
KEITRA SHAMPOO 8 oz. bottle	$1.99
SANCHA SALSA 12 oz. jar	$2.29
ACE T-SHIRTS 3 pk. asst. colors	$3.29

Hit a home run every time with our everyday low prices!

Your save-more store!

Lee Mart • 206 Main
Monday–Saturday 9a.m.–6p.m.



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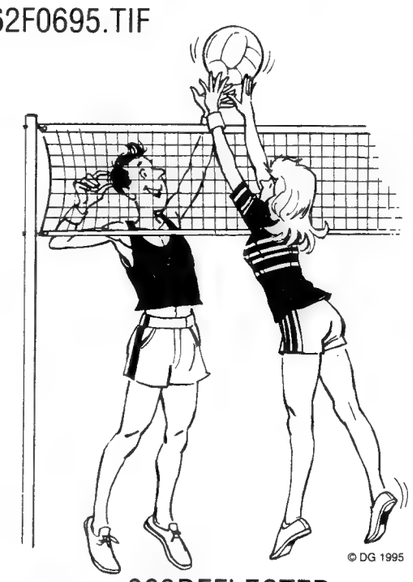

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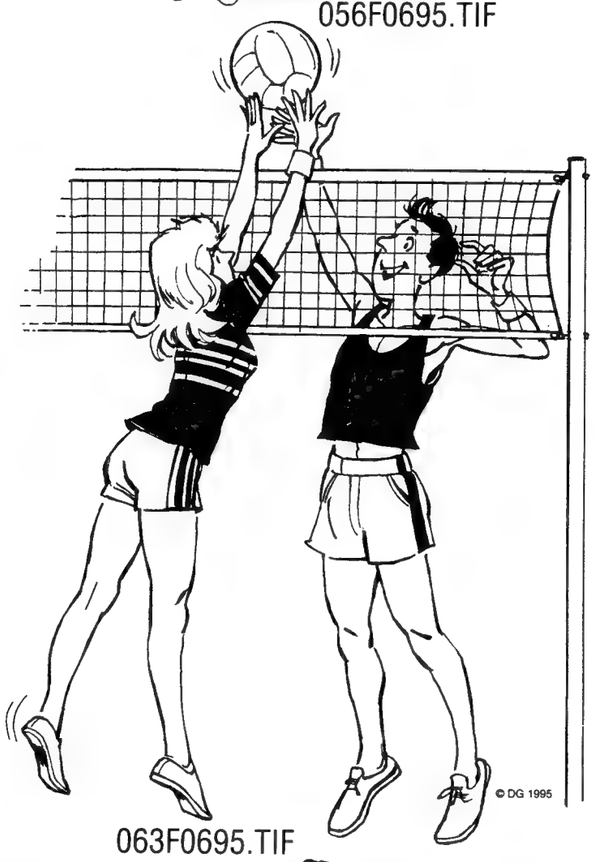

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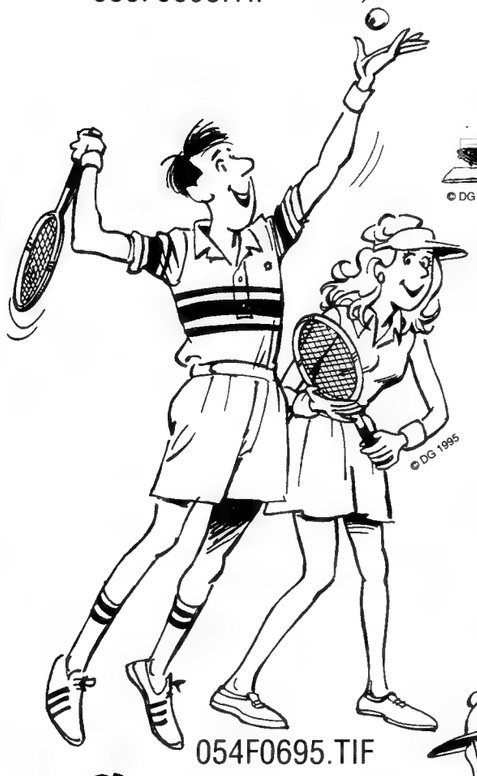

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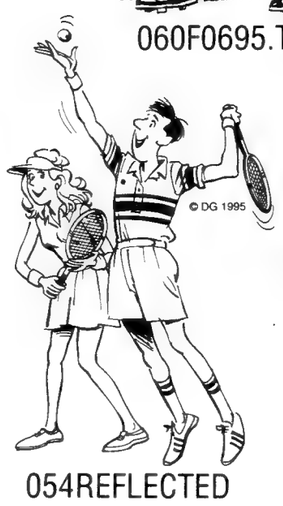

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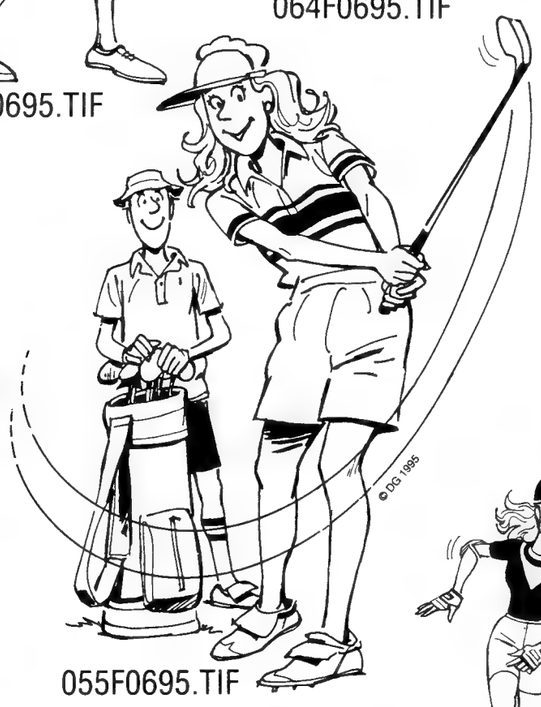

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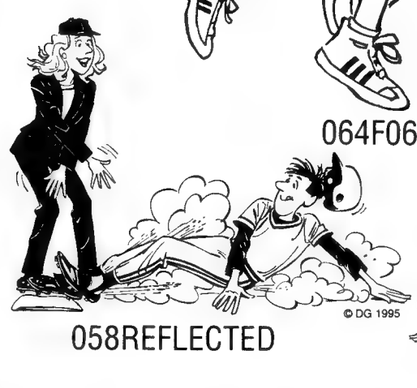

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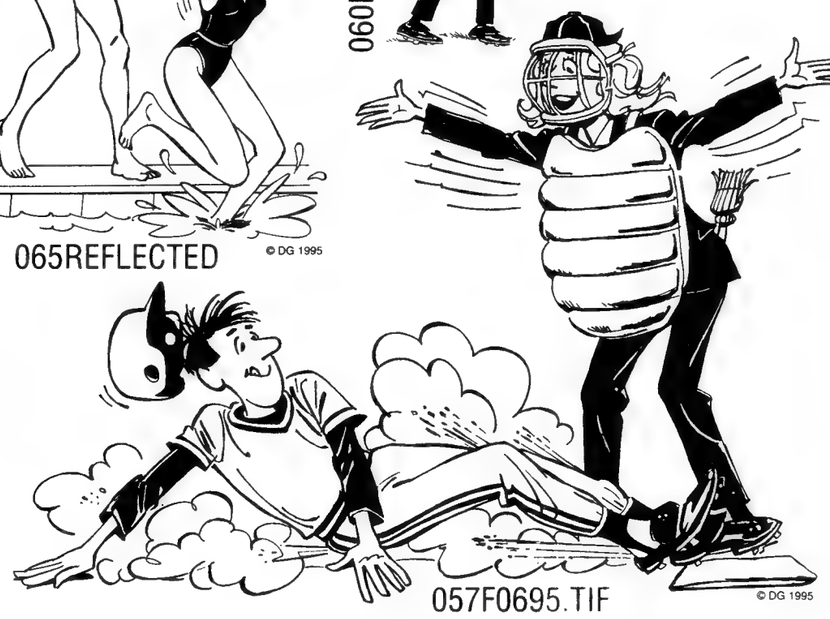

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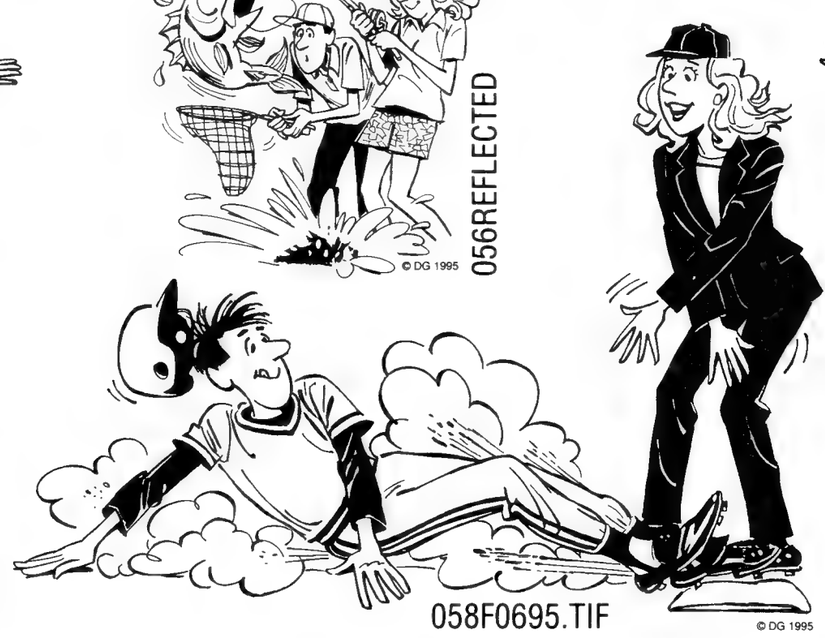

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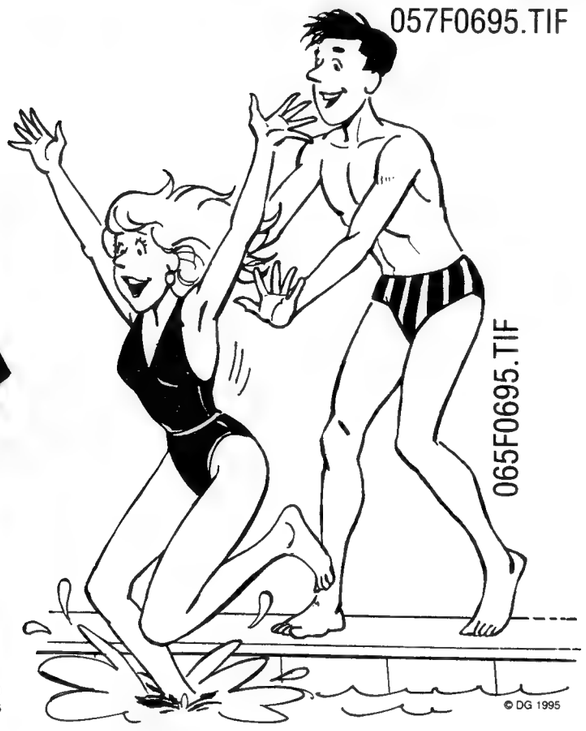

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Spectacular Summer Savings

Save on the hot sandals. Great-looking footwear that helps keep you cool is on sale just when you need it. Come shop early and

SAVE 10%

SAVE 20%

on women's swimsuits. Choose from a large selection of the latest fashion styles in Misses, Petite, and Plus sizes.

SAVE 30%

on all men's polo shirts. Your choice of seven fashion shades in sizes S–XL, XXL, and XXXL. plus Tall sizes MT–XXLT.

SAVE 40%

Beach gear is on sale. Enjoy the sun and sand with beach towels, umbrellas, and floats, and fun sand toys and

SAVE 50%

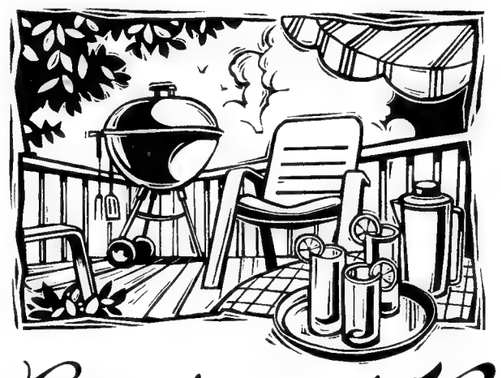
on the latest kids' clothes. Save on pants, shorts, shirts, tops, and vests in the newest styles for kids. In sizes S–XL.

SAVE 60%

on clearance merchandise. Clothing, toys, linens, shoes, electronics, and so much more is reduced an additional 50%.

Hurry! Such a super sale won't last forever! These special savings cease this Saturday, June 24.

Bergan-Saxx
Westley Mall • M–S 10–9



Sit Back and Relax

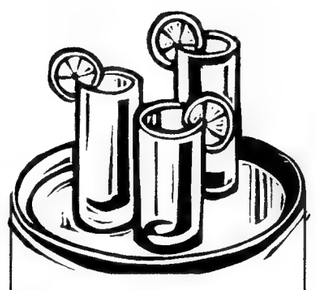
Watering and fertilizing service cares for lawns and gardens. Per month cost is **$39**

Total garden care service includes all plantings and maintenance. Per month cost is **$39**

Lawn care service includes mowing, weeding, feriltizing, and watering. Three months for only **$69**

Tree & shrub maintenance service includes trimming and fertilizing. Three months for only **$99**

Greenview Landscaping
400 E. Holland • 555-5432



A Refreshing Variety

Shop here when you want to set trends, not follow them.

- dresses
- skirts
- accessories
- shoes
- suits
- separates
- pants
- lingerie
- jewelry
- purses

marci's boutique
Located in Evergreen Plaza

ALL-AMERICAN

SALE

Made-in-America quality is yours during this sales event! Through this Saturday, prices on the most popular car, truck, and van models are cut to rock bottom, and special financing is available to qualified buyers.

1995 Tonda Aria Minivans starting at $17,500 Fully loaded!

1995 Crabbe Ace Wagons starting at $15,700 Lots of extras!

Incredible Deals All Week Long!

1995 Venus DMilo Hatchbacks starting at $12,500 Great first car!

1995 Piñata Pasa Sedans starting at $15,500 Ultimate comfort!

Hours Mon.–Sat. 9–9, Sun. 12–5

1995 Burnim XJ-5 Sportsters starting at $16,000 Leather interior!

1995 Konno J-200 Sport Trucks starting at $15,300 Sturdy & stylish!

1995 Platz Zippy Runabouts starting at $9,000 Economical!

Ackerman Automotive
505 N. Rosewood • 555-5032

Summer's coming. That means it's pool time! The Municipal Pool will open on Saturday, June 3rd, at 1 p.m. Regular summer hours are Mon.–Sat. 1–9 p.m., Sun. 1–6 p.m.

Admission prices are Adults, $5; Kids 12 or under, $3.
Season Tickets are Adults, $100; Kids 12 or under, $75. Call 555-4930 for details.

Raven Park District

Here's the Scoop

Above right: Sunglasses take place of letters in "Cool" headline. Sunglasses lifted from smiling sun art, positioned between "C" and "l" set in Stentor T typeface, then entire headline angled.

$ IT PAYS TO ADVERTISE!
555-4723
THE DAILY JOURNAL

A COOL TREAT

$1 MOVIE RENTALS

Special savings! On Mondays, rent one videotape at our regular low price and get another rental for just $1.

- Movies
- Games
- Snacks
- Drinks
- Video Players

Video Mart
2310 South Haven
555-3421
Open 7 days 9 to 9

Quench Your Thirst for Savings

Everything you need to keep your lawn and garden in peak condition is on sale! Prices on sprinklers, plants, fertilizer, grass seed, and more are reduced up to 40%.

IO Fertilizer 40% off Your choice of lawn or plant formulas.

Grass Seed 20% off Your choice of Acro grass seed mixes.

Slade Tools 10% off Rakes, hoes, and other garden tools.

Bonetto Lawn & Garden Center
555-3400 • 1451 S. Faraday Ave. • M–S 9–8

Put the SQUEEZE ON HIGH PRICES

Why pay more for craft supplies, toys, party supplies, candy, sewing notions, lawn and garden supplies, clothing, shoes, and health and beauty items? Get all of the brand-name products you need at super everyday discounts up to **20%**

Vidmar Variety
5908 N. Cypress • M–S 9–9

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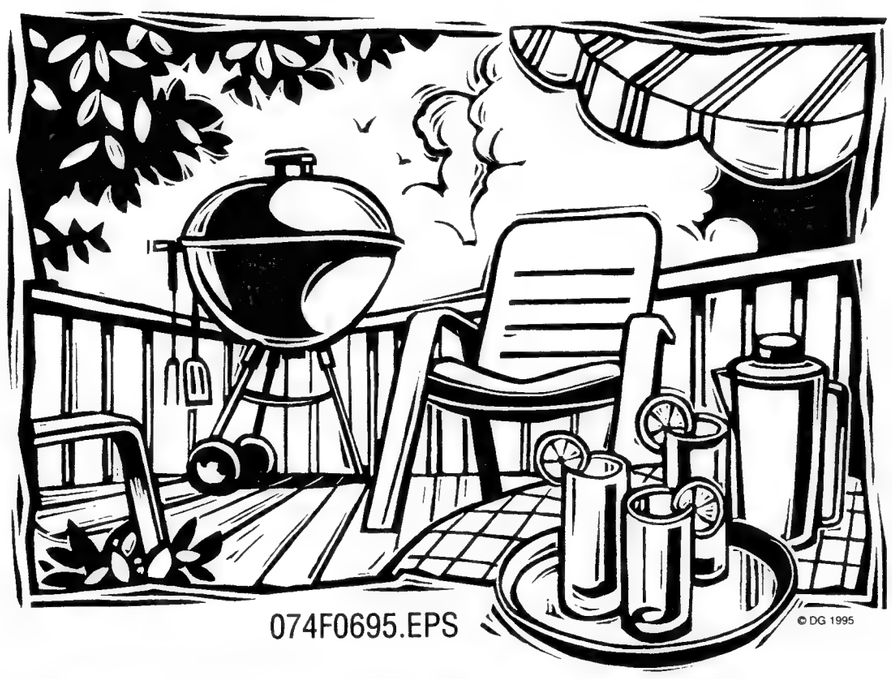

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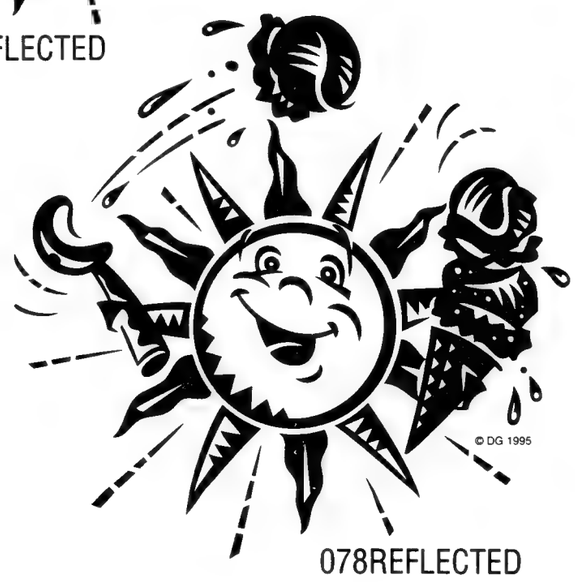

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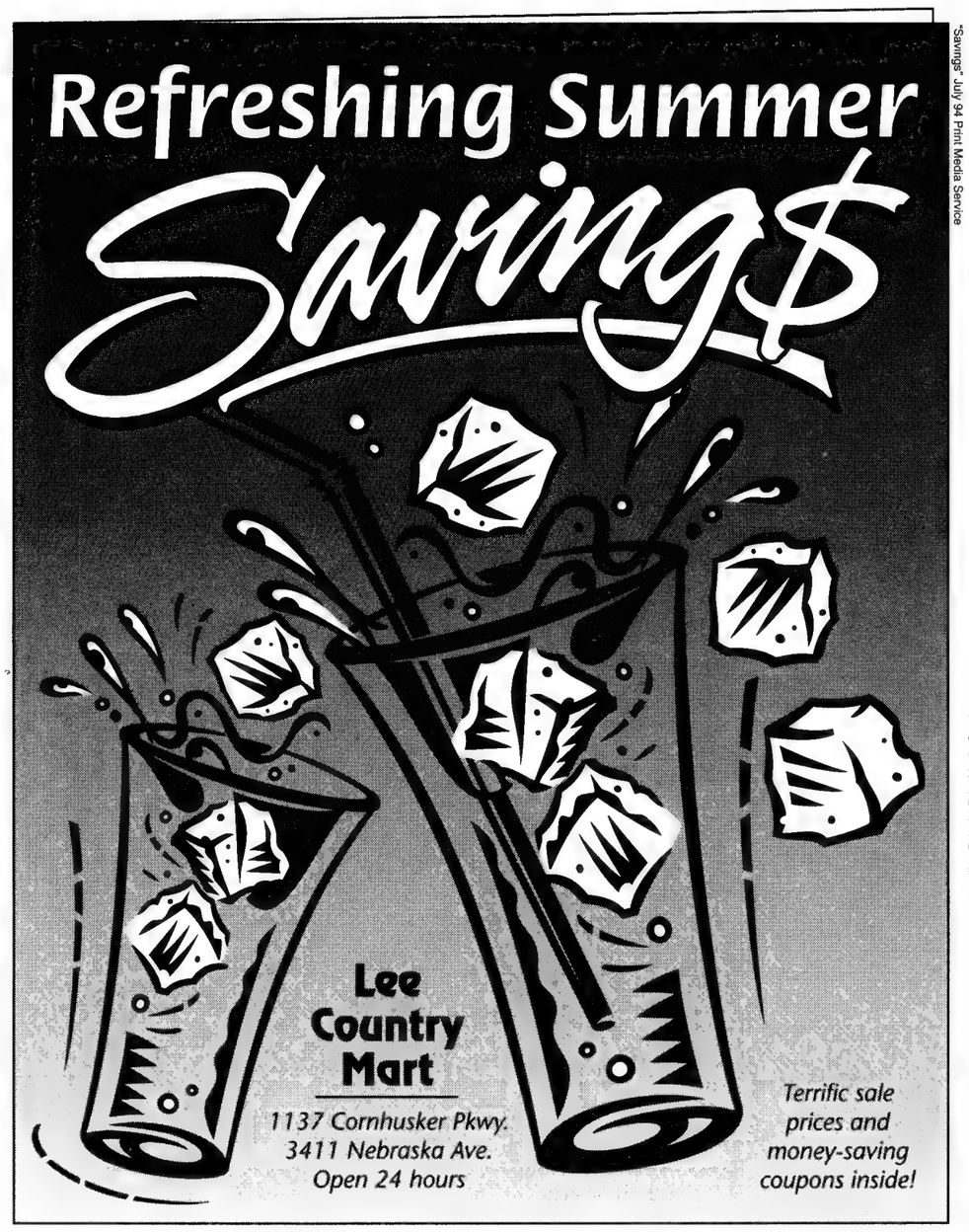
"Savings" July 94 Print Media Service

Refreshing Summer Savings



Lee Country Mart

1137 Cornhusker Pkwy.
3411 Nebraska Ave.
Open 24 hours

Terrific sale prices and money-saving coupons inside!

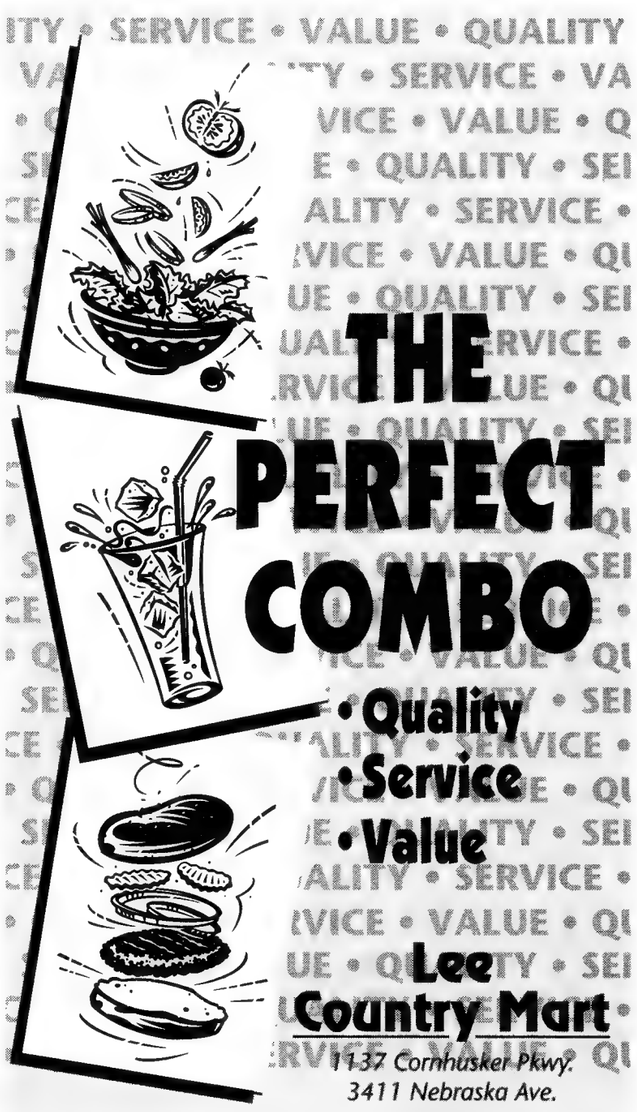
Headline Feb. 94 Print Media Service

Sink your **TEETH** into these savings

If you have a taste for savings, then take advantage of Double Coupon Tuesdays, when we double the face value of any manufacturer's coupon up to $1.00.

Lee Country Mart

1137 Cornhusker Pkwy. • 3411 Nebraska Ave. • Open 24 hours



Have you ever gone to the checkout counter and discovered that you're out of checks? No problem! Now you can charge your groceries to your Pisa, Gourmet's Club, or Charge All credit cards.

Lee Country Mart

1137 Cornhusker Pkwy. • 3411 Nebraska Ave. • Open 24 hours

"Savings" July 94 Print Media Service

Refreshing Summer Savings

Check out this Monday's issue of The Daily Journal for a special supplement full of great bargains!

Lee Country Mart

1137 Cornhusker Pkwy.
3411 Nebraska Ave.

Special Grocery Store Campaign!

All the pieces you need for a grocery campaign are included on this page. Combine them to create eye-catching ads!

Stay Healthy

Visit our Deli and pick up recipes for delicious, low-fat, easy-to-prepare meals.

Lee Country Mart

1137 Cornhusker Pkwy. • 3411 Nebraska Ave.

Prices good July 3 thru 8

THIS WEEK'S SPECIAL
Dairy Farm 2% MILK $1.79 gallon

Family Pack GROUND BEEF 99¢ lb.

40 oz. can Okoboji frozen ORANGE JUICE	$1.29
14 oz. can Yummy CREAMED CORN	69¢
16 oz. bag MinuteMan frozen VEGETABLES	89¢
48 oz. bottle Oglio CORN OIL	$2.49
12 oz. can Mama Lee CHICKEN SOUP	49¢
14 oz. jar Hot Nutz PEANUT BUTTER	$1.89
5 lb. bag Shrewsbury FLOUR	99¢
Any 17.5 oz. Brava PIZZA	$3.49
3 lb. O'Leary Extra Lean HONEY HAM	$7.69
1 lb. Gov't. Insp. Lean Cut PORTERHOUSE STEAK	$4.49
2 lbs. Grade A Fresh Whole CHICKEN BREASTS	$2.29
1 lb. Extra Lean Boneless PORK ROAST	$3.29

Deli Style POTATO SALAD $1.29 lb.

42 oz. bottle Big Softie FABRIC SOFTENER	$2.29
130 oz. bottle CleanzAll Liquid LAUNDRY SOAP	$1.29
24 oz. bottle ScrubBit DISH LIQUID	$1.29
2 liter bottle All Varieties REDFIELD SODA	99¢
64 oz. carton Fruity Blends FRUIT JUICE	$1.29
1 lb. bunch Orlando BANANAS	59¢
1/2 lb. Dairy Farm Sharp CHEDDAR CHEESE	$1.99
1/2 lb. Dairy Farm MUENSTER CHEESE	$1.79
16 oz. loaf Wheat or White BREAD	99¢
23 oz. Buttercream Iced ANGEL FOOD CAKE	$3.29
4 roll pkg. Super Soft BATH TISSUE	99¢
1 lb. bag Red Delicious APPLES	$1.99
4 ears Creamy Delicious SWEET CORN	$1.00

Open 24 Hours

Lee Country Mart *1137 Cornhusker Pkwy. 3411 Nebraska Ave.*

PICNIC PLEASERS

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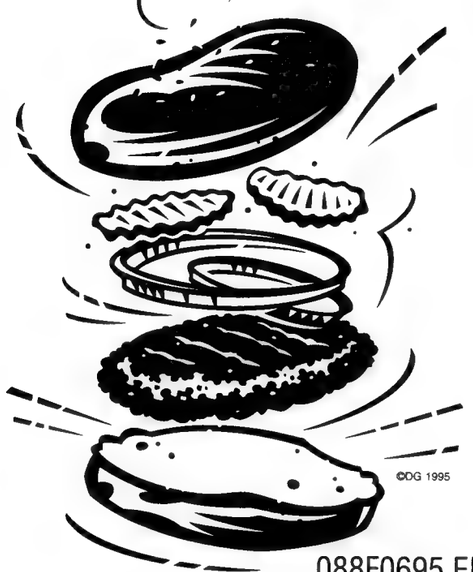

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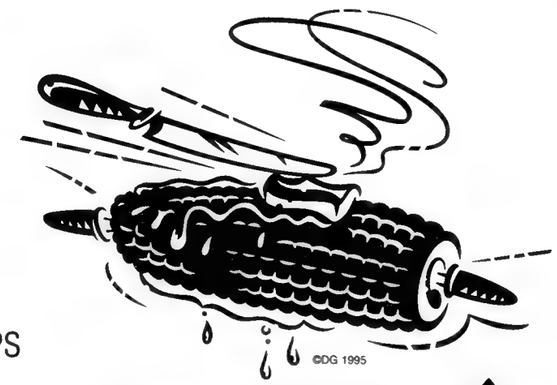

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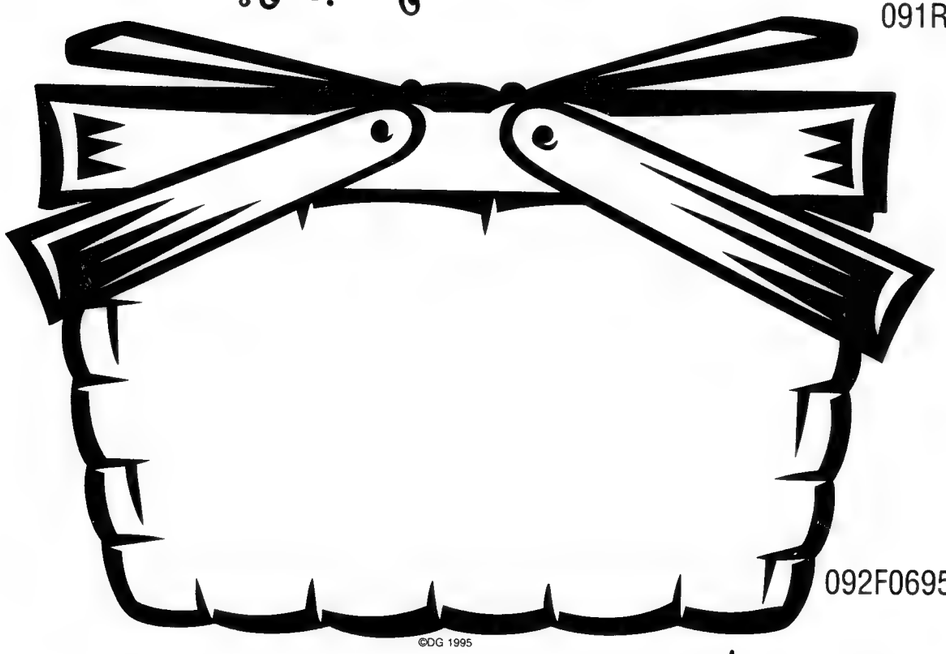

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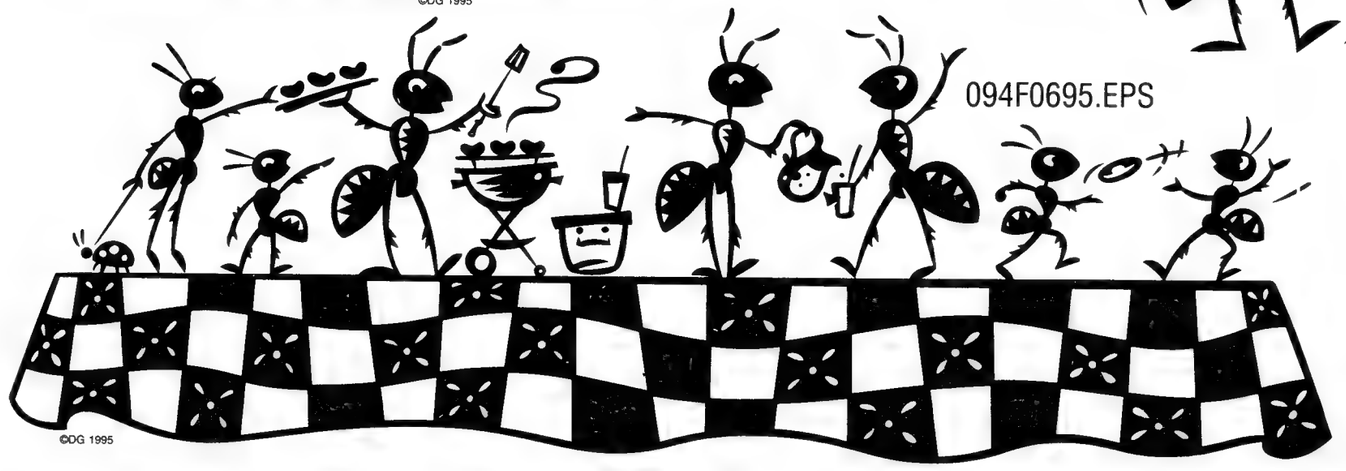

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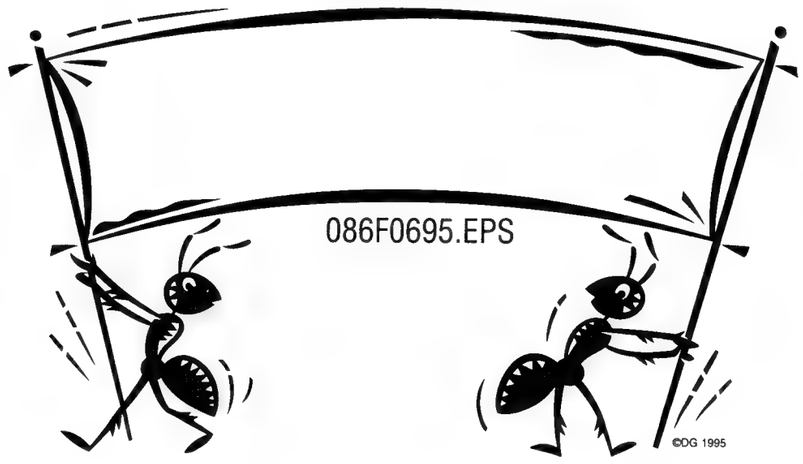

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Note: Numbers identify images for Electronic PMS subscribers.

Headline Jan. 80 Print Media Service

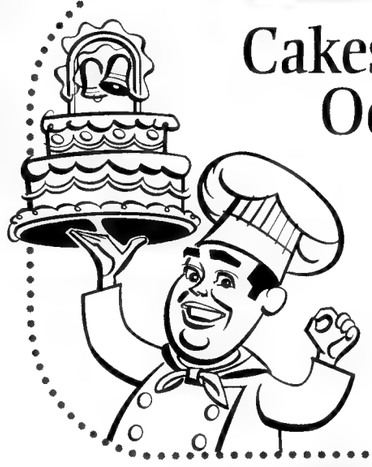
The Symbol of Eternal Love

When only the finest will do, turn to the jeweler that more couples trust

Celebrate your commitment to each other. Choose a ring from the largest selection of wedding bands and bridal sets in the city, or let us create the perfect ring from your own design. Visit us today.

Rosewood Plaza **Harrison Jewelry** 2009 N. Ashland

LINCOLN PLAZA



Cakes For All Occasions

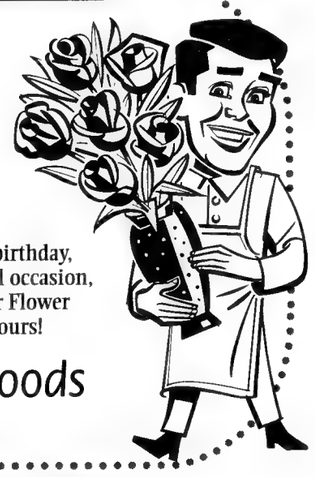
For your next special occasion, show your good taste with one of our custom cakes. Unique wedding cakes are our specialty!

The Pastry Shop
Lincoln Plaza
555-5322

LINCOLN PLAZA

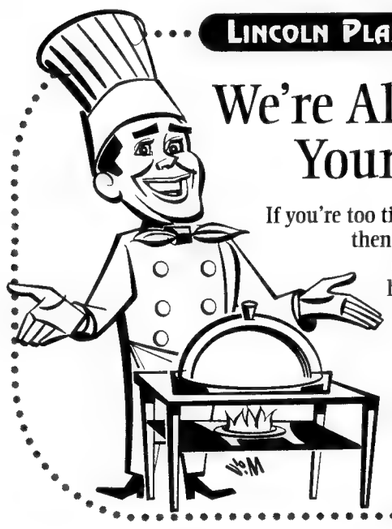
Give A Bouquet Of Love

The next time you forget a birthday, anniversary, or other special occasion, pick up something from our Flower Department. It's open 24 hours!



Downtown Foods
Lincoln Plaza • 555-8252

LINCOLN PLAZA



We're Always At Your Service

If you're too tired to cook tonight, then stop by and pick up one of our delicious heat-and-eat entrees, or fresh deli salads or sandwiches.

Metro Deli
Lincoln Plaza
555-3278

Headline Jan. 85 Print Media Service

The Perfect Wedding

Select a present that's as special as the occasion

If finding the perfect wedding gift is hard to do, then consult our Bridal Registry. It lists the gifts that the bride and groom really want, and helps prevent duplicate gifts. To use the Bridal Registry, visit the Fine China Department and ask for an updated gift listing. It's that easy!

Penningtons
2009 N. Ashland Ave. • M–S 10–9

Headline Jan. 83 Print Media Service

A Beautiful Beginning

The honeymoon of your dreams is just a phone call away. Call or visit one of our friendly travel agents today!

GARDNER TRAVEL
209 W. Water St. • 555-3021

Headline June 80 Print Media Service

Capture the Moment

Preserve your memories with quality photography

Your wedding memories are priceless, so make sure they're captured by one of our professional photographers. Call us today to set up your free wedding consultation.

DiLeo Photography
9284 Nyquist Ave., Suite 3312 • 555-5739

Go In Style

Get there in one of our fleet of super-stretch, deluxe limousines!

Ace Limo
Ph. 555-RIDE

Spatter texture Feb. 95 Clipper Headline Aug. 94 Print Media Service

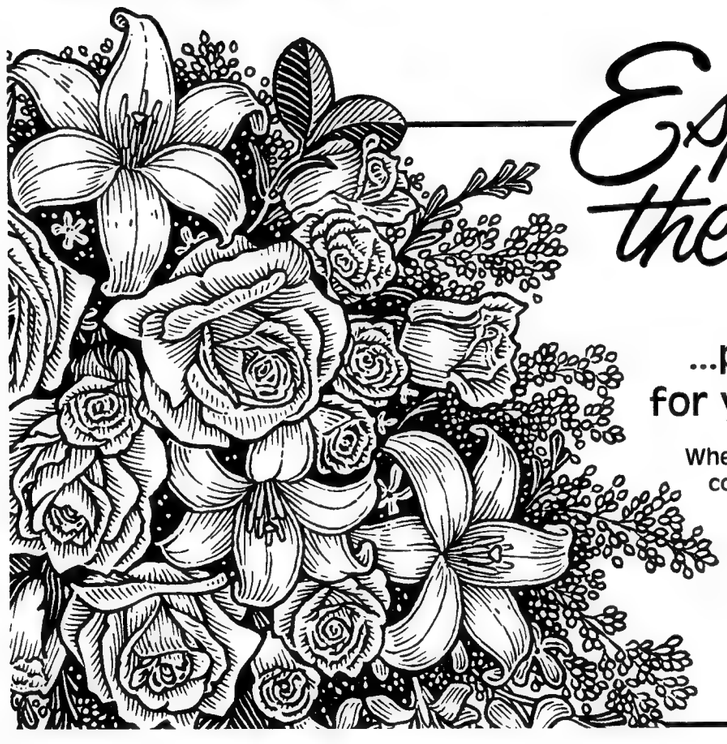
Call us.

Trust the catering experts to make your reception picture perfect!

Elegant receptions begin here. Spacious, beautifully appointed rooms, gourmet menus, and impeccable service make this the perfect place to celebrate!

- **Complete Facilities for 20 to 500**
- **Full Wait Staff and Bartenders**
- **Customized Menus • Full Bar**
- **Decorations • DJ Service**
- **Enclosed Parking Deck**

Monte's of Peotone
2398 Twelve Oaks Rd. • 555-5254



Especially for the Bride...

...perfect floral arrangements for your wedding and reception

Whether your taste in flowers is traditional or more contemporary, our designers have the knowledge and experience needed to create the perfect arrangements to express your sense of style. See what we have to offer. Visit us today.

Masterpiece Flowers
4897 North Washington Avenue • 555-ROSE

Headline June 80 Print Media Service

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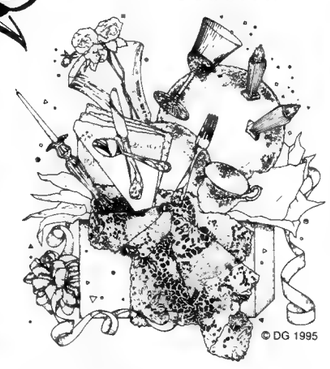

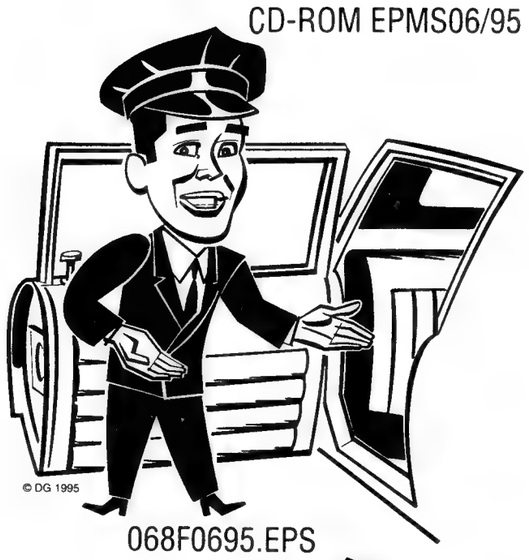

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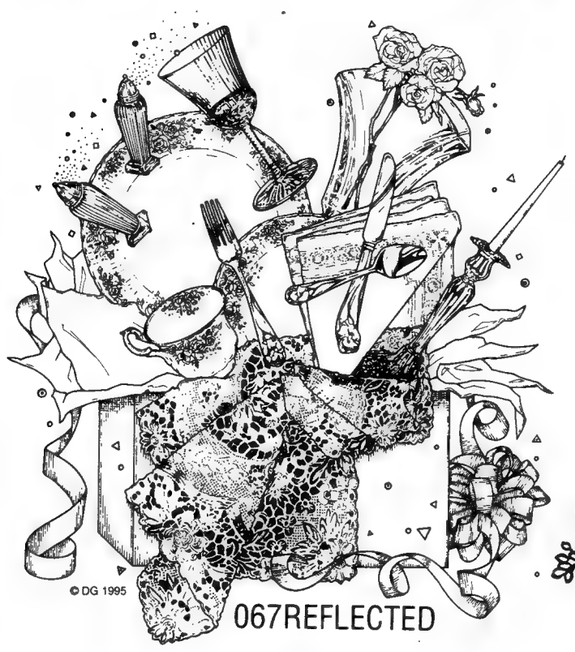

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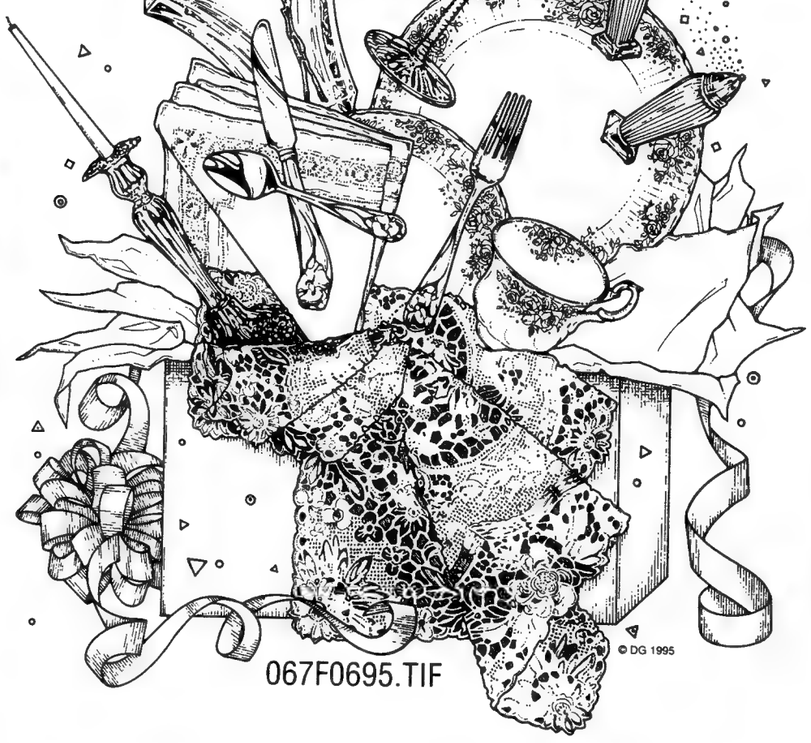

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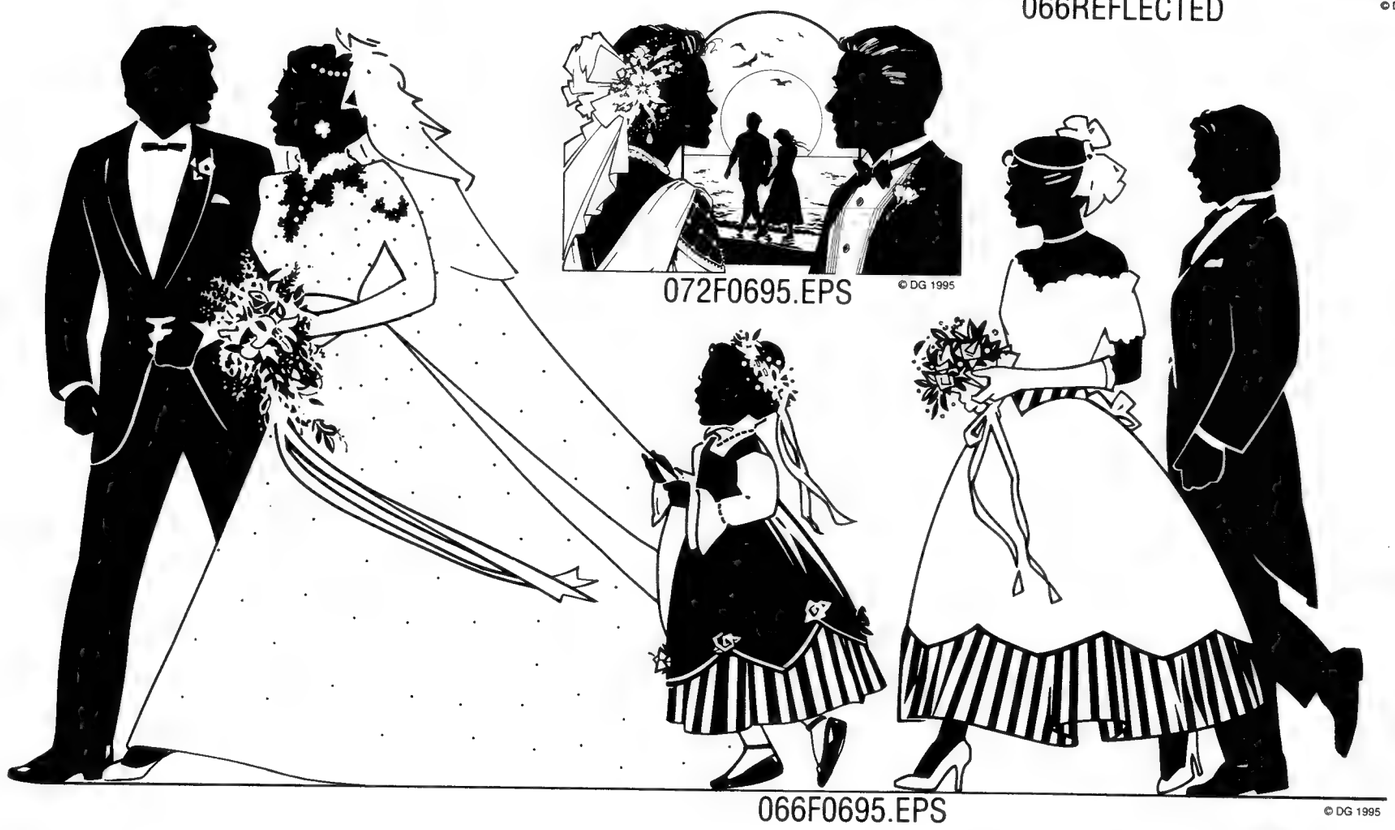

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Note: Numbers identify images for Electronic PMS subscribers.

Headline Aug. 93 Print Media Service Border July 93 Print Media Service

Hot SUMMER SALE Daze

Get the latest summertime fashions for your whole family at the lowest prices!

20 to 40% OFF selected items

Girls' Swimsuits
Cotton/lycra blend tank-style suits in seven colors.
Sizes XS–XL.
Now only **$14.99**

Women's Sundresses
Sleeveless, button-front style, on-seam pockets, in rayon prints.
Sizes 6–16.
Now only **$35.79**

Men's Shorts
Plaid shorts are cut long for comfort. In 100% cotton poplin.
Sizes S–XL.
Now only **$22.89**

Boys' Tennis Shoes
The latest style, in six colors of water-repellent cotton duck.
Sizes to 13.
Now only **$17.39**

Women's Jeans
Relaxed fit jeans in the latest fashion finishes. Indigo.
Sizes 6–16.
Now only **$34.99**

Men's Polo Shirts
Cotton/lycra blend shirts in 12 fashion colors.
Sizes S–XL.
Now only **$29.99**

Boys' Jackets
Bomber-style jackets in water repellent cotton. Seven colors.
Sizes S–XL.
Now only **$23.89**

Girls' Jumpers
Comfortable, prewashed, 100% cotton denim is cool and stylish.
Sizes S–XL.
Now only **$17.89**

bloomingtons • *South State Street Center • Open M–S 10 a.m.–9 p.m.*

"Style" Nov. 89 Print Media Service

Hit The Beach In

Style

Make your style statement with our new line of women's summer fashions and accessories.

- Separates • Swimsuits
- Cruise Wear • Hats
- Jewelry & Hair Accessories
- Shoes & Sandals
- Scents & Bath Essentials

Exclusivo Boutique 1531 N. Quincy Mon.–Sat. 10–5

Refreshing IDEAS

Give your home's interior a whole new look with expert advice from the home decorating professionals.

- Wall Coverings
- Window Coverings
- Custom Furnishings
- Floor Coverings
- Lighting

For your free, in-home decorating consultation and estimate, call Mary Jane or Alex at 555-3500.

InteriorDesigns
1242 N. Knoxville Rd.
Mon.–Fri. 9–5, Sat. 9–1

Headline Nov. 89 Print Media Service Border Aug. 94 Print Media Service

For Kids of All Ages

Get your child's favorite meals at everyday low prices on our newly expanded Kid's Choice Menu. It's available any time of day!

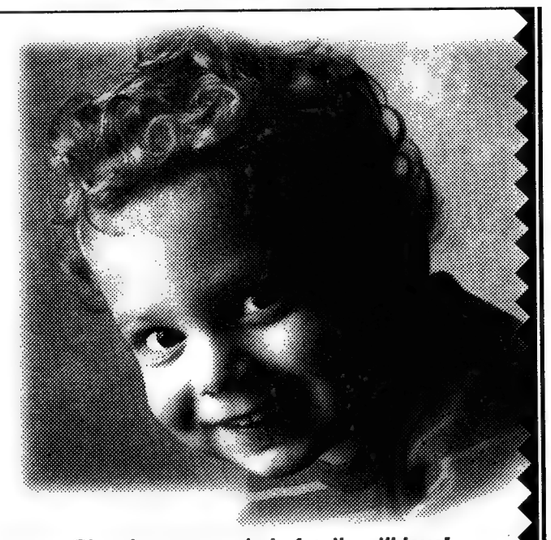
• Spaghetti • Chicken Strips • Pizza • Corn On The Cob
• Fish Nuggets • Hot Dogs • Hamburgers • And More!!

Coupon

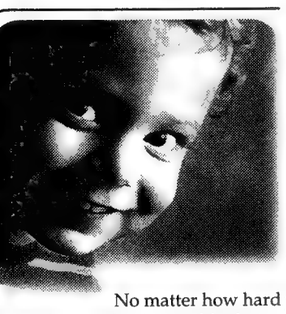
$2.00 OFF Any Kid's Choice Meal!

For kids ages 11 & under. Coupon good thru 6/30/95.

Riverside Restaurant
5200 Riverside Rd. • **555-2435**



The place your whole family will love!

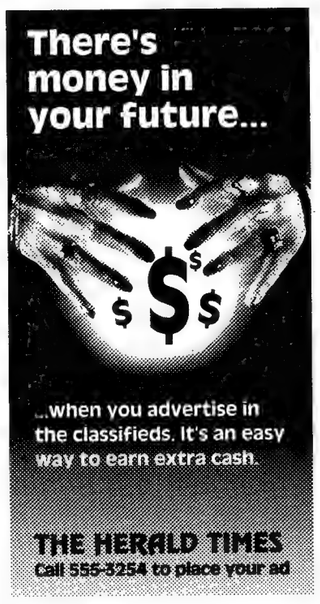


You're there when he needs you.

We're here when you need us.

No matter how hard you try to protect them, kids still get bumps, bruises, colds, fevers, headaches, viruses...well, you get the idea. That's why we're always here when you need us.
Open 24 hours a day, 7 days a week, for your convenience.

Neighborhood Pharmacy 1289 Forest • 555-6262



Every last detail planned to

Perfection

Make your next occasion a special one

Next time you have something to celebrate, book a banquet room! Just let us know the date, the occasion, how many people you're expecting, and your budget, and we'll help you plan the perfect party.
For groups of 20 to 200 – Our smaller rooms are perfect for clubs, family gatherings, corporate functions, or business meetings. Just phone during our regular business hours to make reservations for your event.
Ask about our special rates!

555-3000 ◆ LINCOLN INN ◆ 1100 N. Main

Headline May 93 Print Media Service

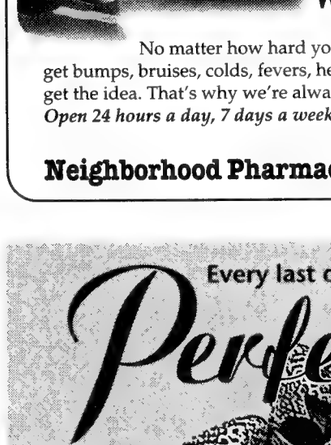
Join The Fun

Sign up now for summer classes and activities!

Learn how to sew a dress, make pottery, square dance, cook, and so much more.
It's all here!

Met Center
702 N. Main • **555-3221**
Mon.–Fri. 9–9, Sat. & Sun. 9–6

WHAT DOES THE FUTURE HOLD FOR YOU?



Fulfill your career potential by furthering your education! Day, evening, and weekend class times and low tuition rates make getting an education easy *and* affordable.

- *Accounting • Computer Repair*
- *Court Reporting • Dental Assistant*
- *Computer Graphics • Paralegal*
- *Fashion Design • Real Estate*

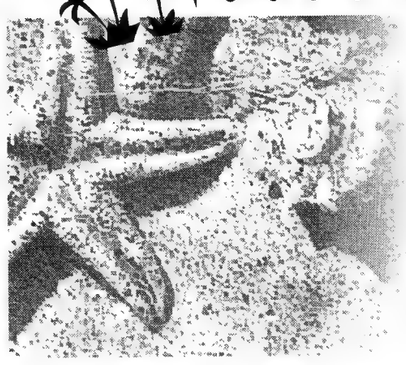
Central Community College

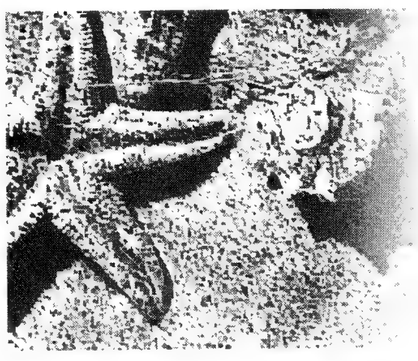
For more information, call the Admissions Office at **555-4958.**

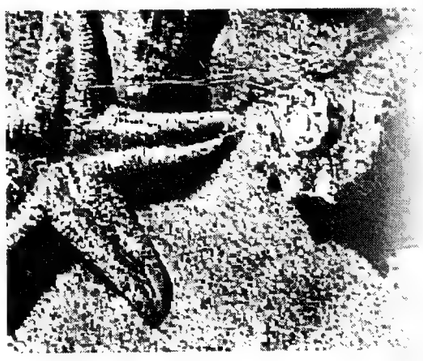
Palm trees Nov. 92 Clipper Headline Sept. 90 Print Media Service

Supplement To The Daily Times • Saturday, June 3, 1995

VACATION adventures



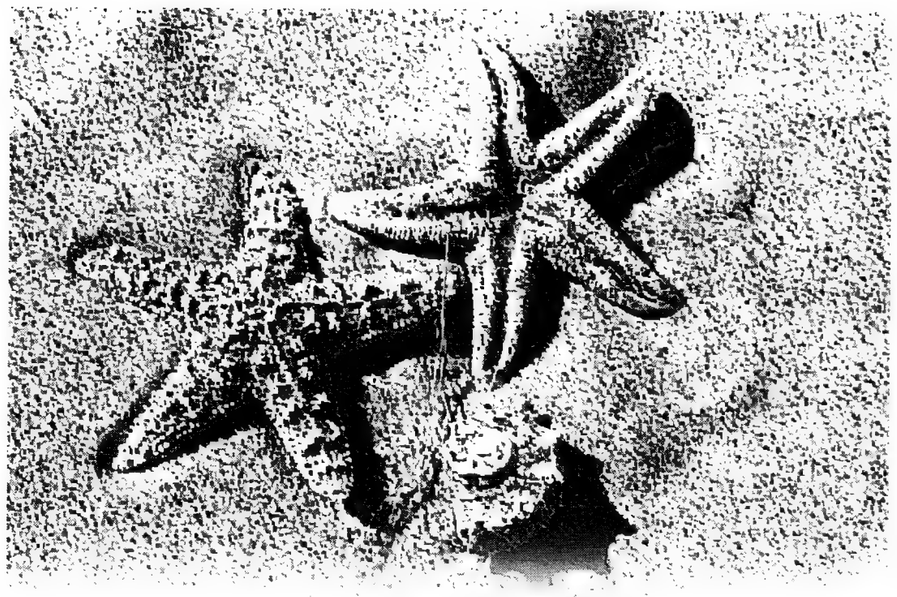




Plan the super summer getaway of your dreams!

Look inside for information on

- **The Best Travel Agencies**
- **The Latest Summer Fashions**
- **The Newest Vacation Hot Spots**
- **Timely Tips For Travelers**
- **Special Vacation Packages**



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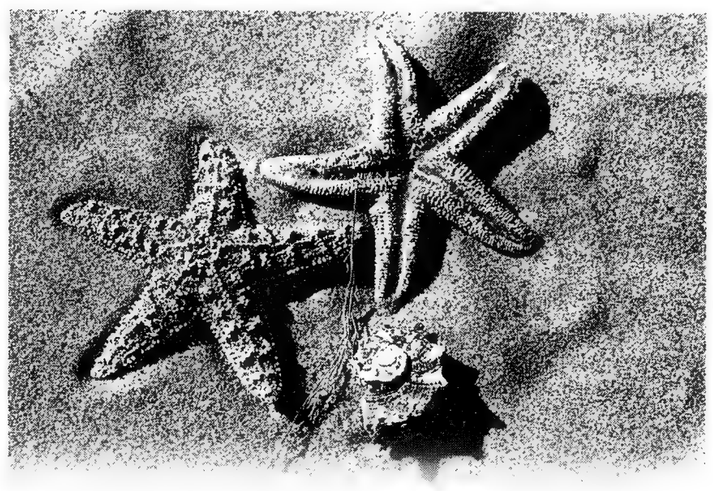

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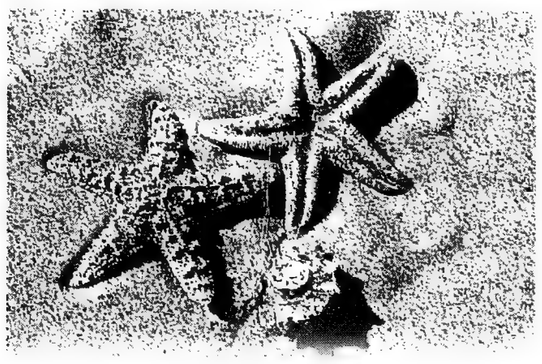

THIS ART IS
PRE-SCREENED. SIMPLY
SHOOT AS LINE ART.

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"Events" June 94 Print Media Service

Sponsored by The Madison Community Events Council

Feeling small and unimportant?

Remember that you are *very* important to us because without your business, we wouldn't be here. That's why we offer more of the banking services you want at *no extra charge*.

- Free Checking
- Drive-Up Tellers
- Loan-By-Phone Service
- Teller-By-Phone Service
- 20 AutoTeller Locations
- Automatic Deposit & Payment Options

Call or visit us today!

Citizen State Bank 121 Frye St. 555-2453

Worm on hook May 94 Print Media Service

RED HOT VALUES

Keep cool with the lowest prices on *summer fashions for the whole family. Our low prices save you 15 to 40% every day!*

Find refreshingly affordable prices on *a wide selection of pool supplies, including kiddie pools, sand toys, pool chemicals, and more!*

Get sweet savings with clearance *prices on items in every department. Come shop with us!*

Vidmar Variety 1023 N. Fifth 555-2592 Hrs. M–S 9–7

Fishin' For Bargains?

Get ~~hooked~~ on our everyday low prices!

Super savings on clothing, shoes, accessories, cosmetics, furniture, electronics, and linens.

Powerz Hand Mixer Model WJ-320 $14.99

Sheet Sets by Famous Makers from $11.99

Bath Towels by Queen Maid from $7.99

Women's Jeans by Cowgirl, sizes 6–24 from $17.99

Ceramic Service for Four By Mandilor Tableware $20.99 from

Rings $14.99

Tennis Shoes by Speed Bumps from $14.99

Board Games by Couri Brothers from $5.99

Tablecloths by SunnyWay from $6.99

EZ Blow Dryer Model XJ-700 $14.99

Cunningham & Company
1002 N. Pimlico
555-5843 • M–S 9–9, Sun. 11–6

Headline Oct. 94 Print Media Service

Truly Cool Savings

You've got it made in the shade with these super low prices!

Look for these and more great sale items to make summertime living easy and affordable!

Suntan Lotion 7 oz. bottle	$4.79	***Sun Block*** 4 oz. tube	$5.39
Aloe Gel 5 oz. bottle	$3.49	***Beach Towels*** Asst. designs	$7.69

Mon.–Sat. 9–5, Closed Sunday

Metra Drug Store • 231 S. Main • 555-9380

Explore!

Exciting new worlds await you in school.

Sign up for Fall '95 classes now.

Midtowne Community College
1809 N. First St. • 555-9267

INGPRICES

On All In-Stock Merchandise!

Craft Kits 25% OFF

Jeans For The Whole Family 20% OFF

Tools 30% OFF

Sale ends June 3!

Value City
453 E. Monroe
555-3733
Mon.–Sat. 9–5, Sun. 9–1

Headline June 93 Print Media Service

Father's Day

Father's Day Sale June 11–18

For all the things Dad does for you...

...he deserves a really special gift!

Is your Dad one of those guys who has *everything*? That's okay! You're sure to find the perfect Father's Day gift from our large selection of famous maker men's wear, gift items, accessories, colognes and grooming aids.

- Gilfillan • Jones Brothers • Eau De Male
- Leather Goodz • Walkerby • Earthy Scents
- Hunter's Row • Lincolnshire • Handy Man
- Wentworth • John Henry • Todd & Tommy
- Gatsby • Guy LeVeque • Wall Streeter

Bergoin-Barre

Valley View Mall • 555-4614

DON'T GET TAKEN FOR A *RIDE!*

Play it safe–call the roofing professionals first

Repairing or replacing a roof is *not* a job for amateurs. Our staff of expert roofers have over 80 years of experience combined. That's why more people trust us to do the job right!

Call now for a FREE estimate!

Sims Roofing Route 9 • **555-2020**

Full-color printing not in your budget? No problem!

Print Media Service color separations don't have to be printed in full color. You can use just one of the plates to print in black or another color, or use two of the plates to create a duotone. On the example shown top left, the magenta plate is printed in Pantone 152 and the black plate is printed in black.

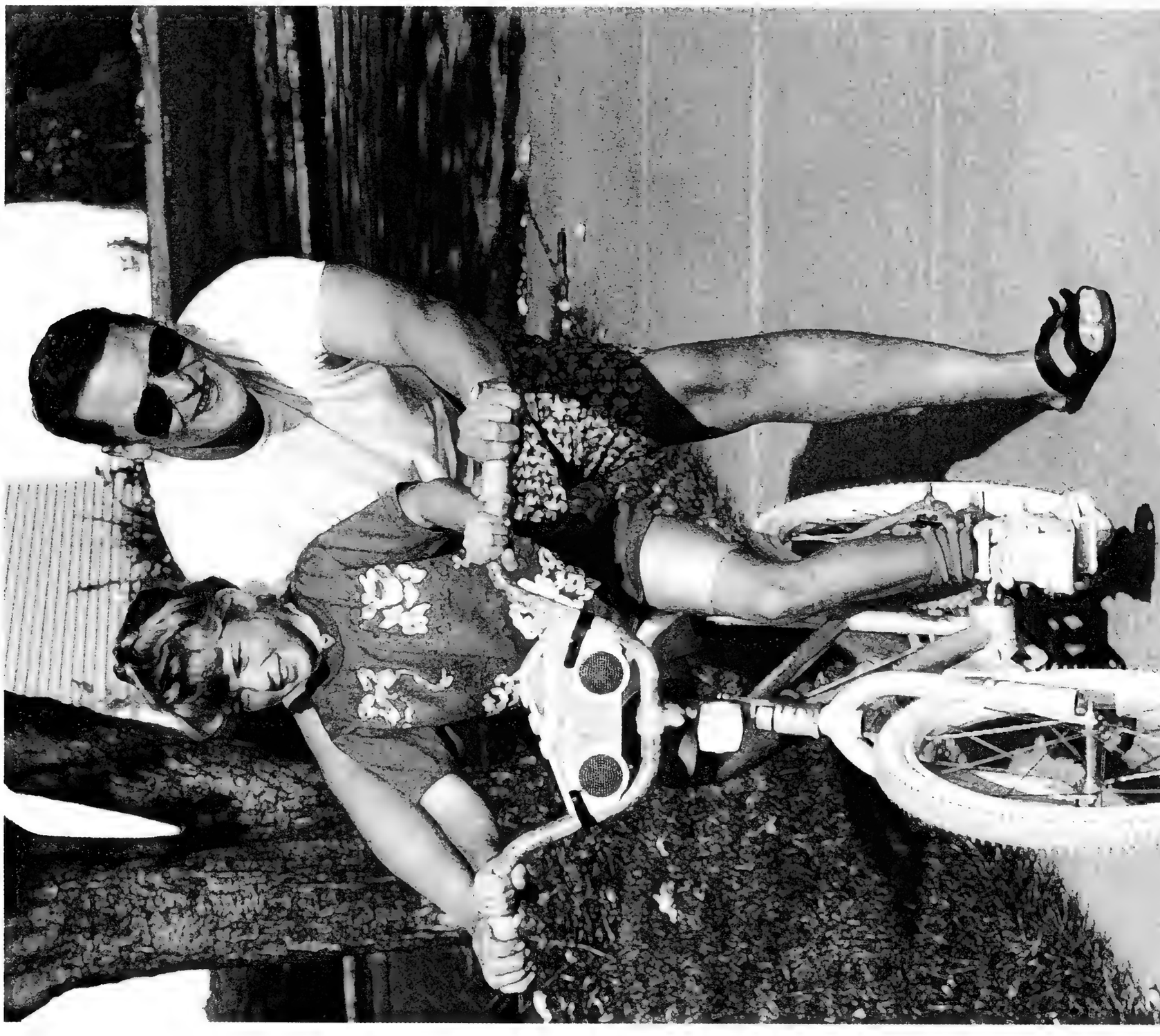
1ST BANK

BLACK PLATE

003D0695.EPS (Large Format)

004D0695.EPS (Small Format)

004P0695.TIF (Gray Scale)



COLOR PLATE

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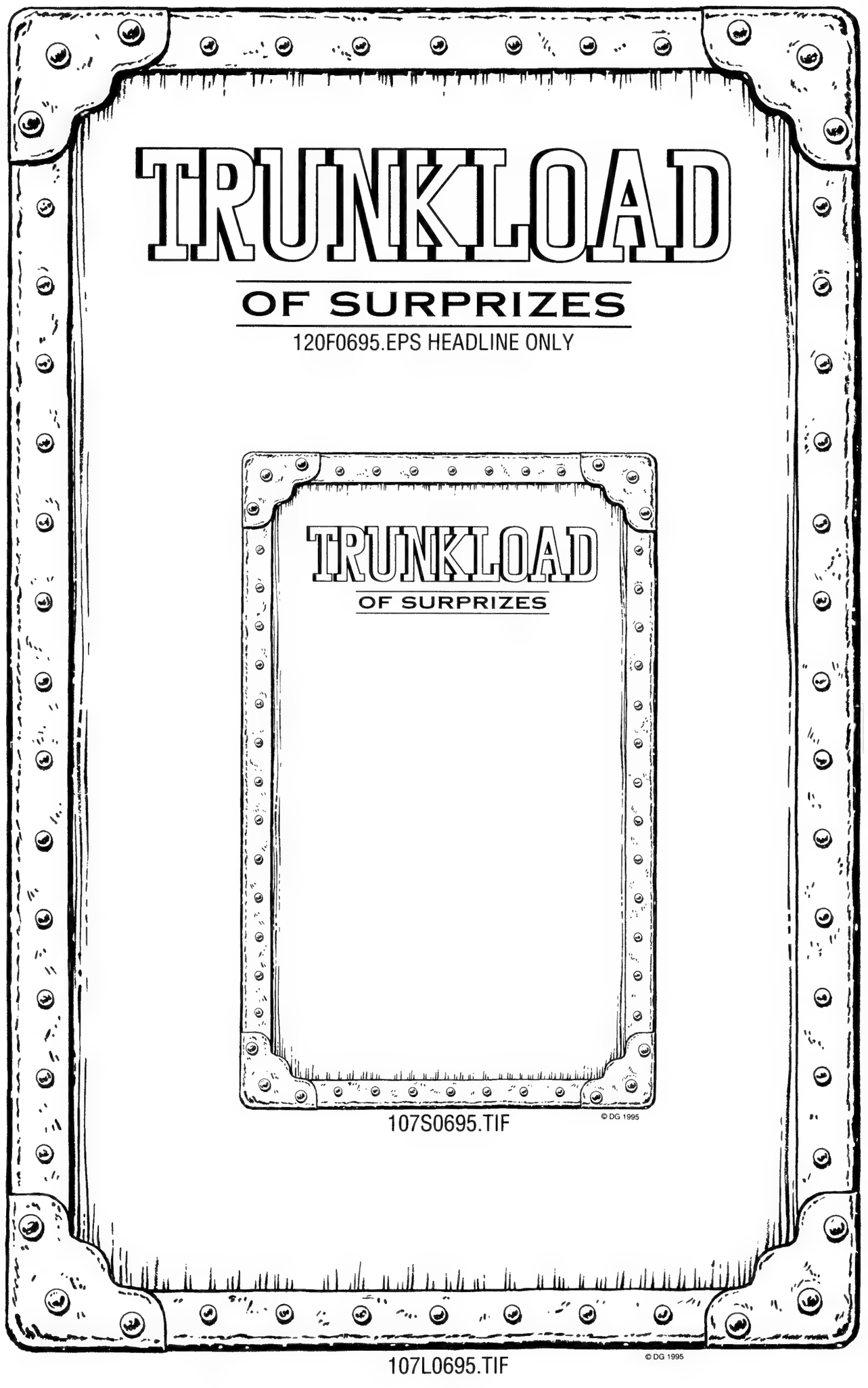
122F0695.EPS HEADLINE ONLY

108S0695.TIF © DG 1995

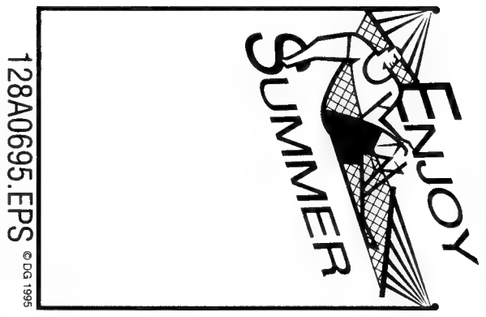
108L0695.TIF © DG 1995



120F0695.EPS HEADLINE ONLY

107S0695.TIF © DG 1995

107L0695.TIF © DG 1995



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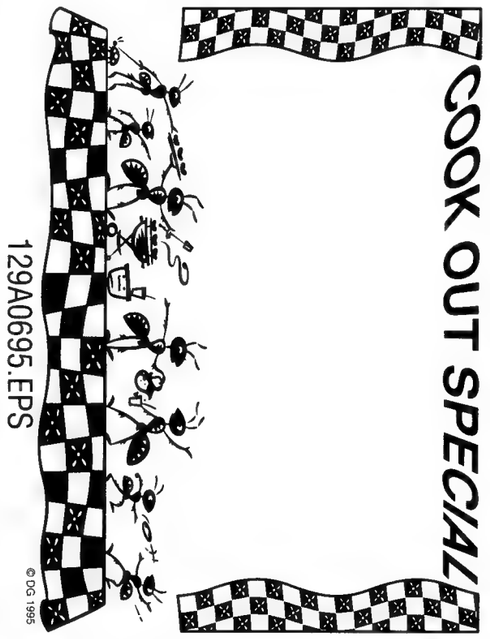

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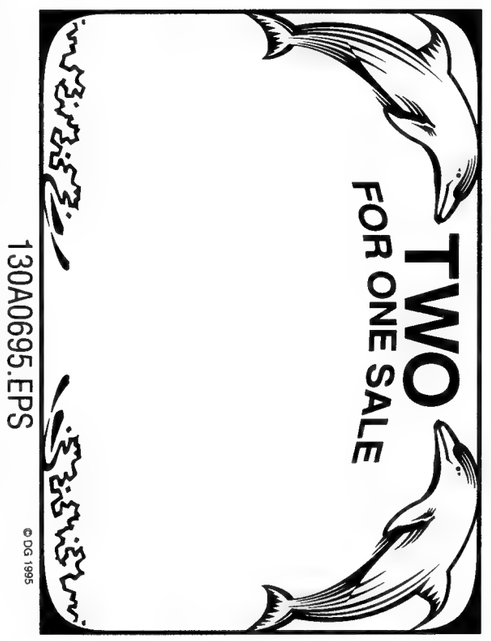

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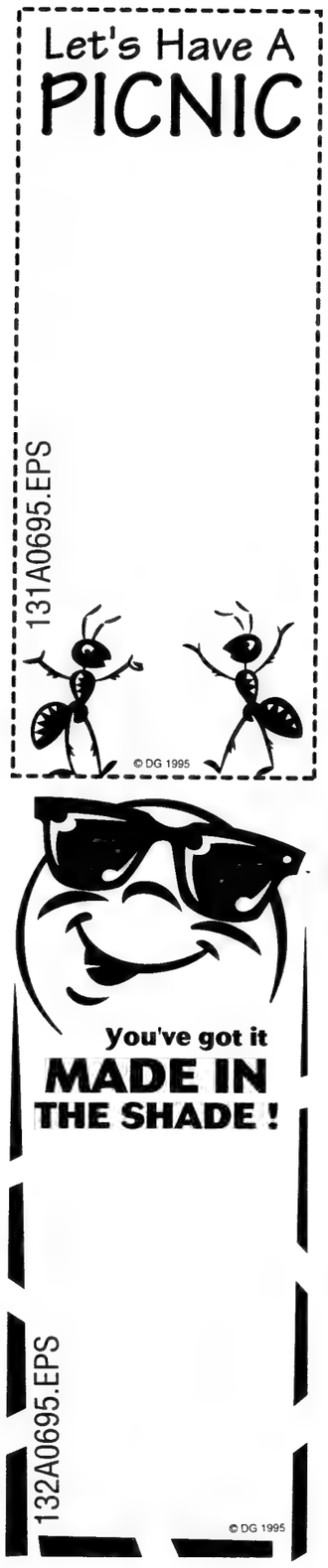

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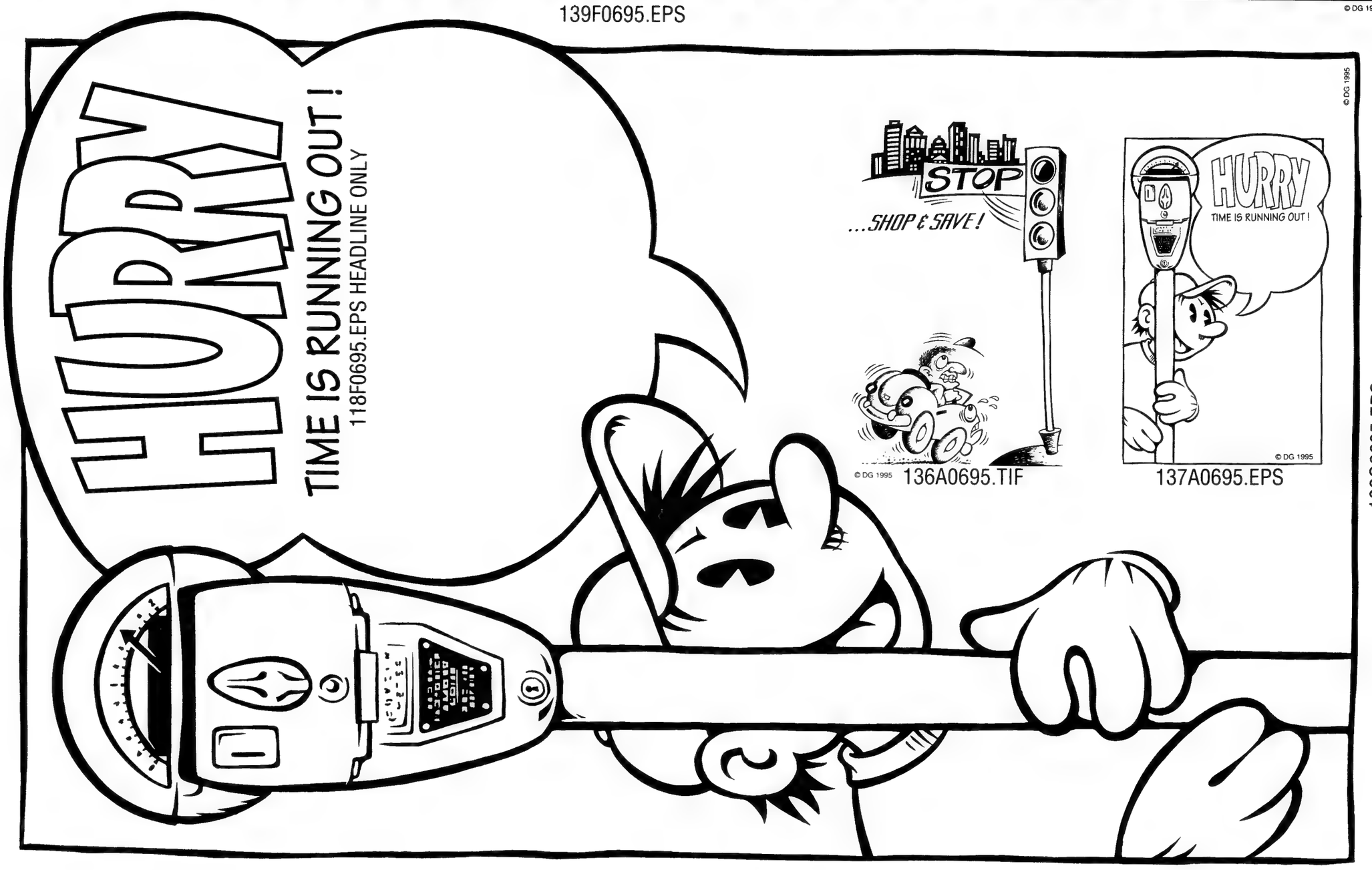

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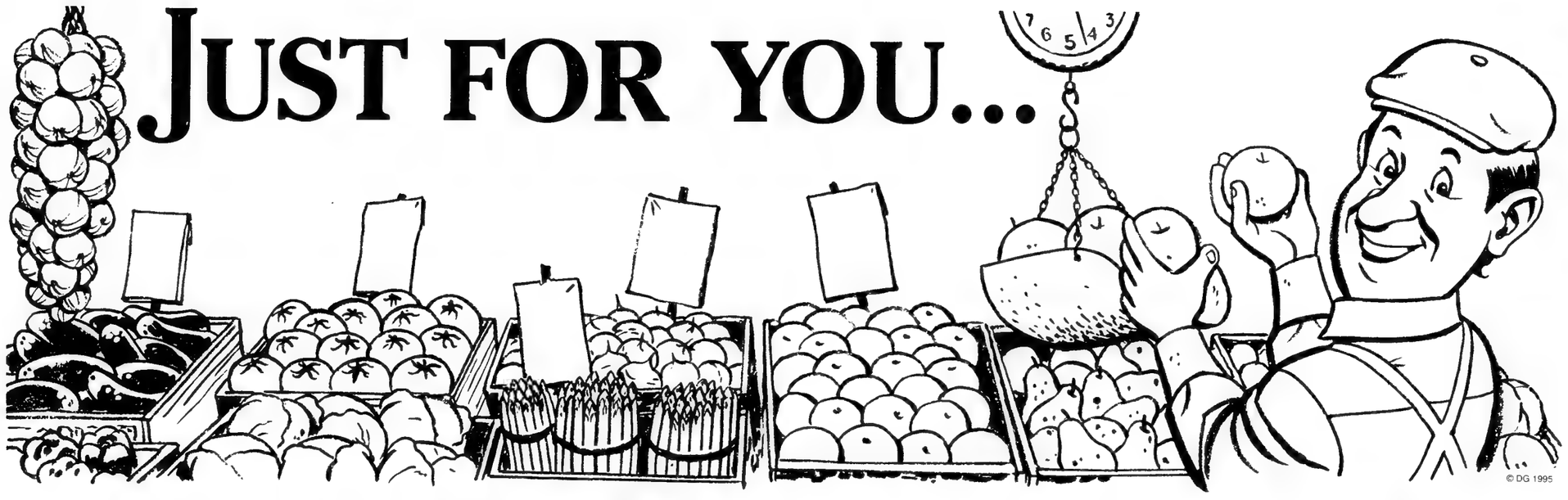

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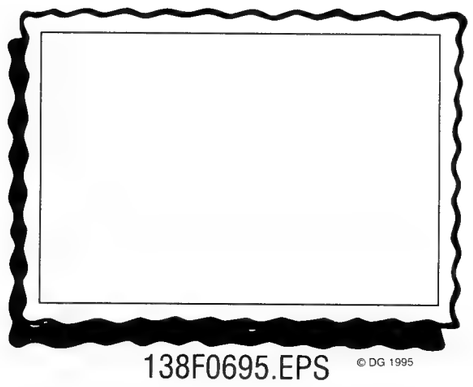

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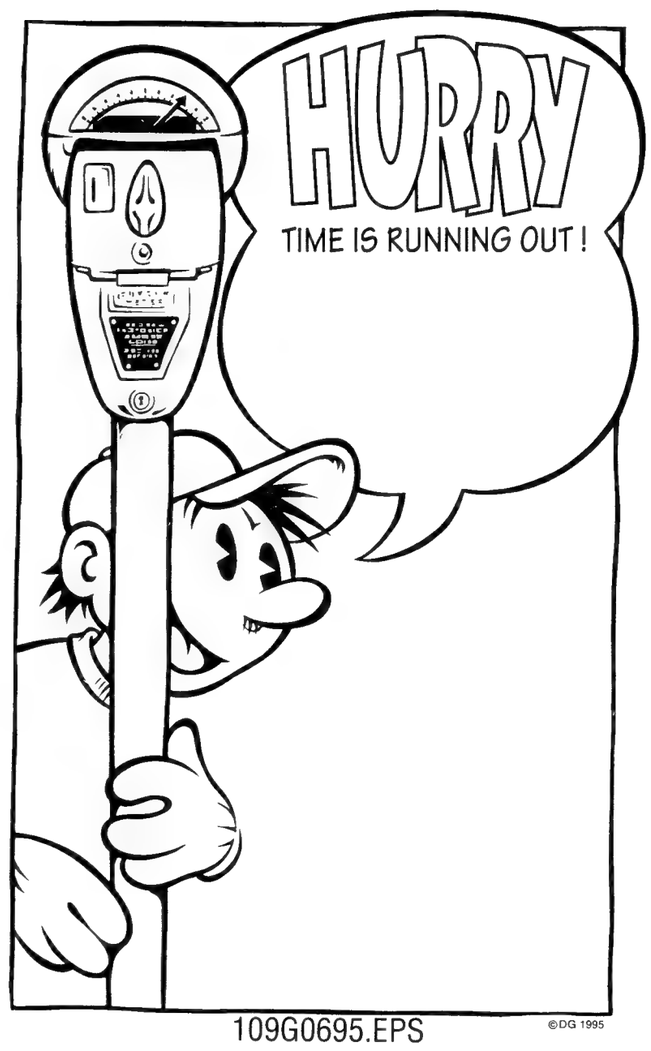

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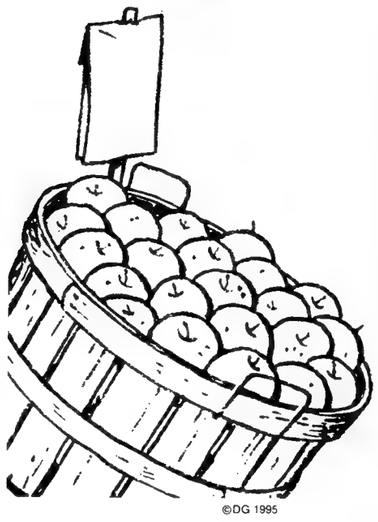

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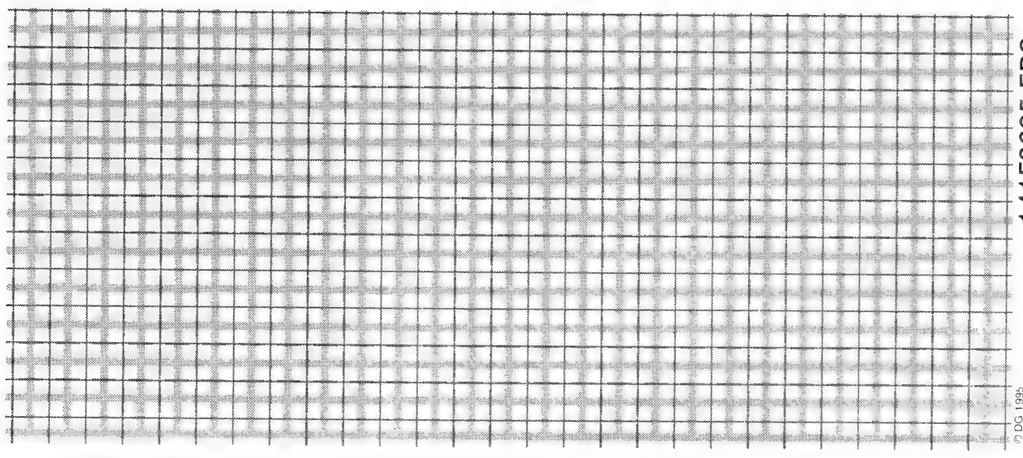

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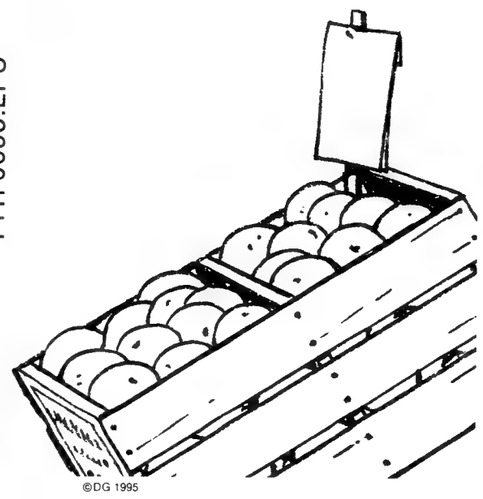

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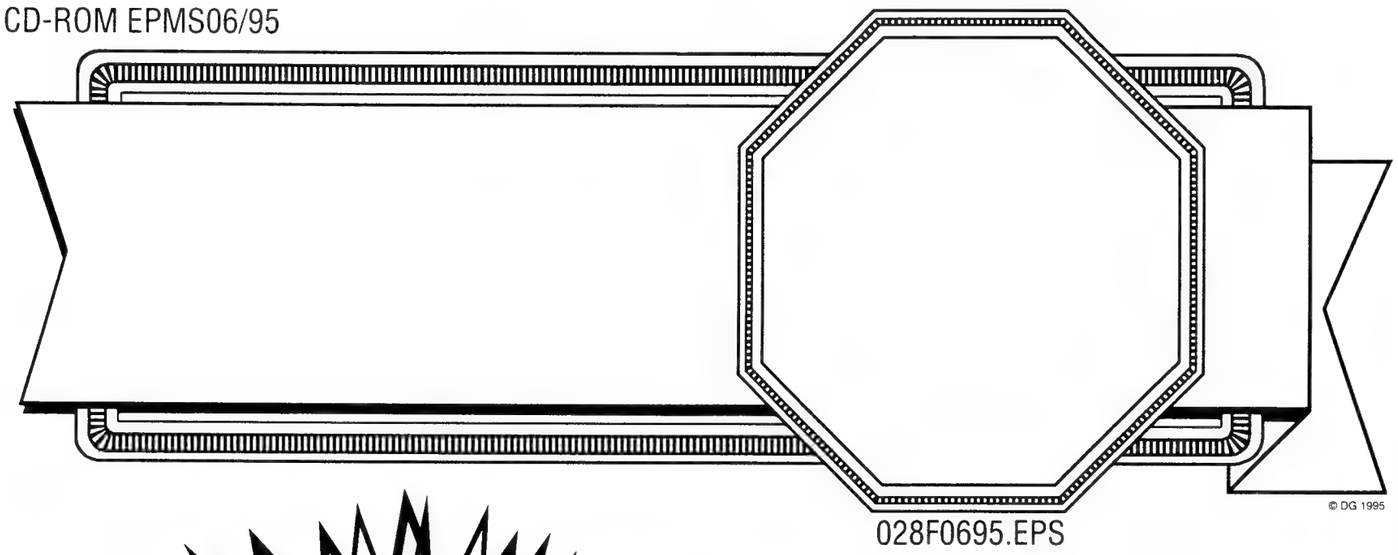

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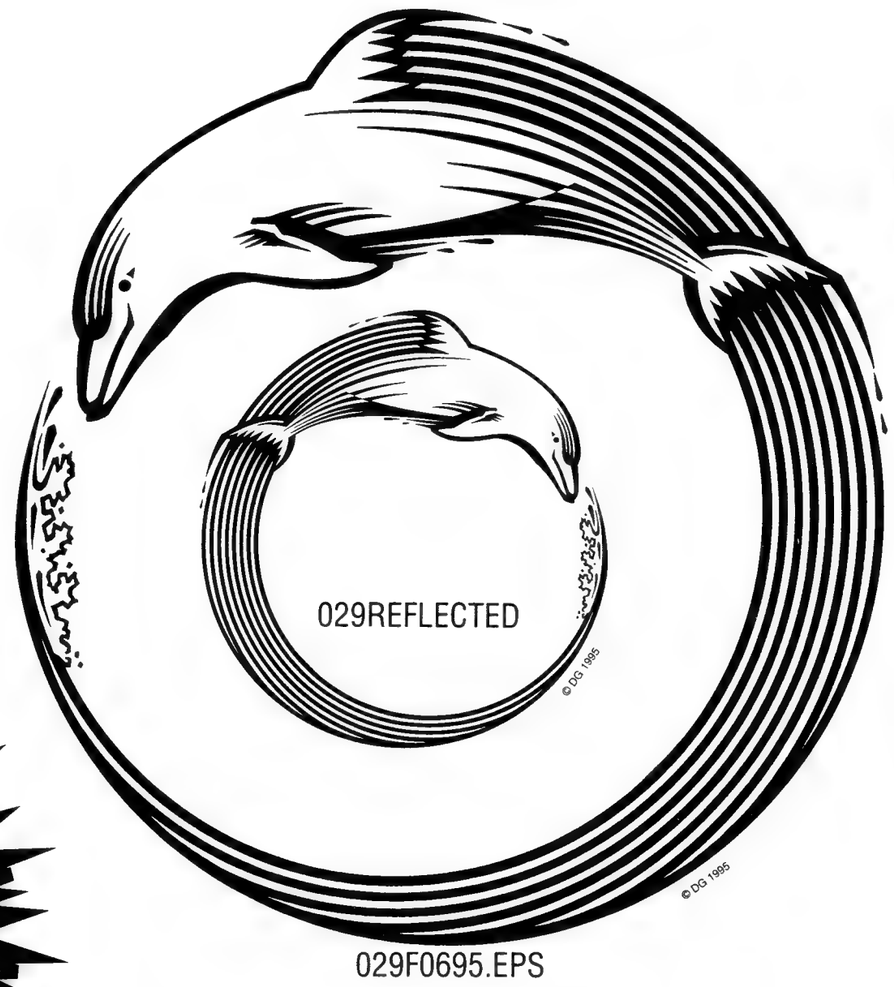

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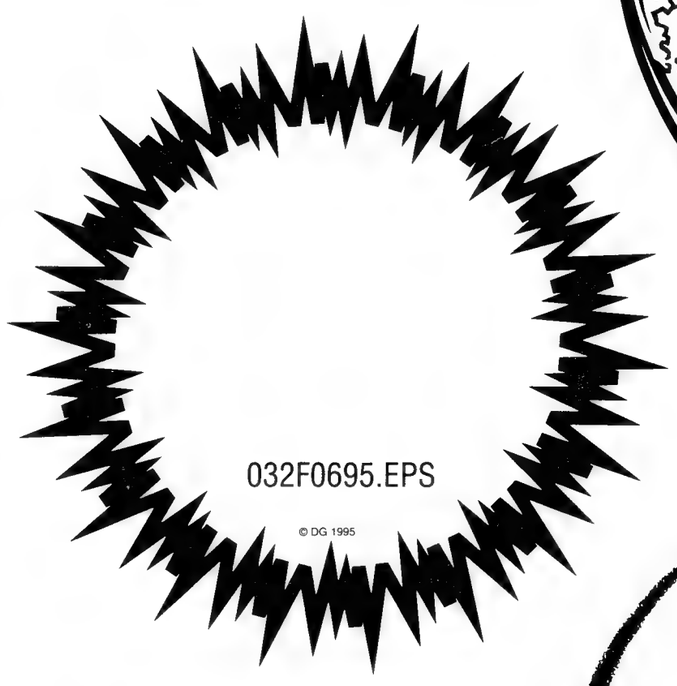

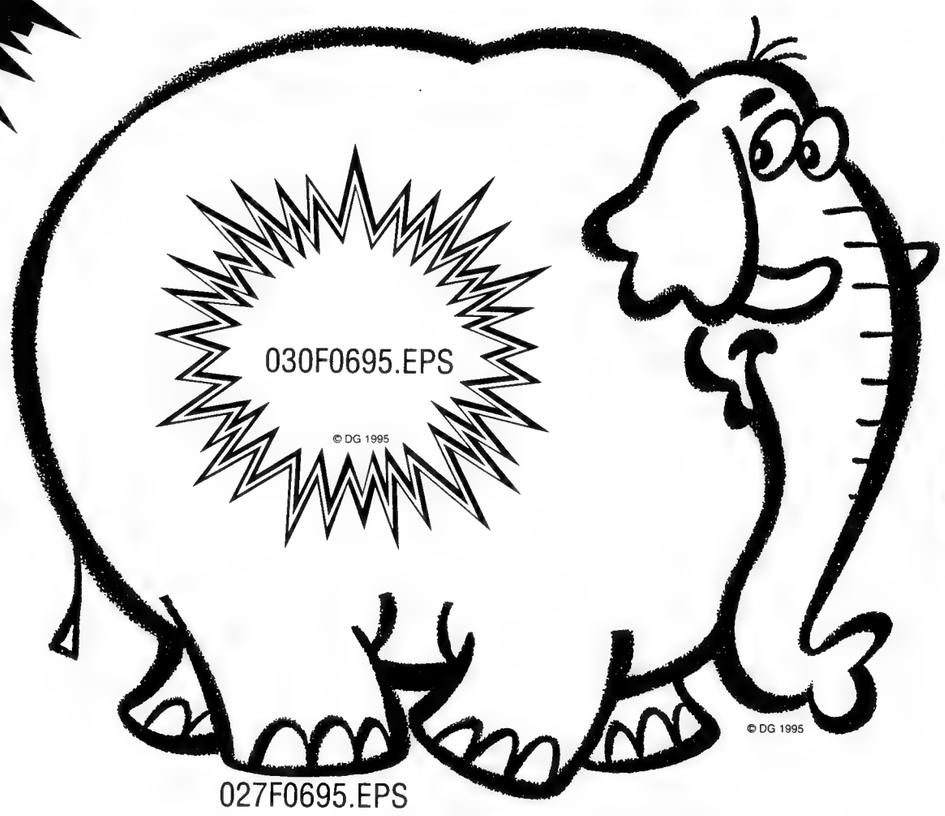

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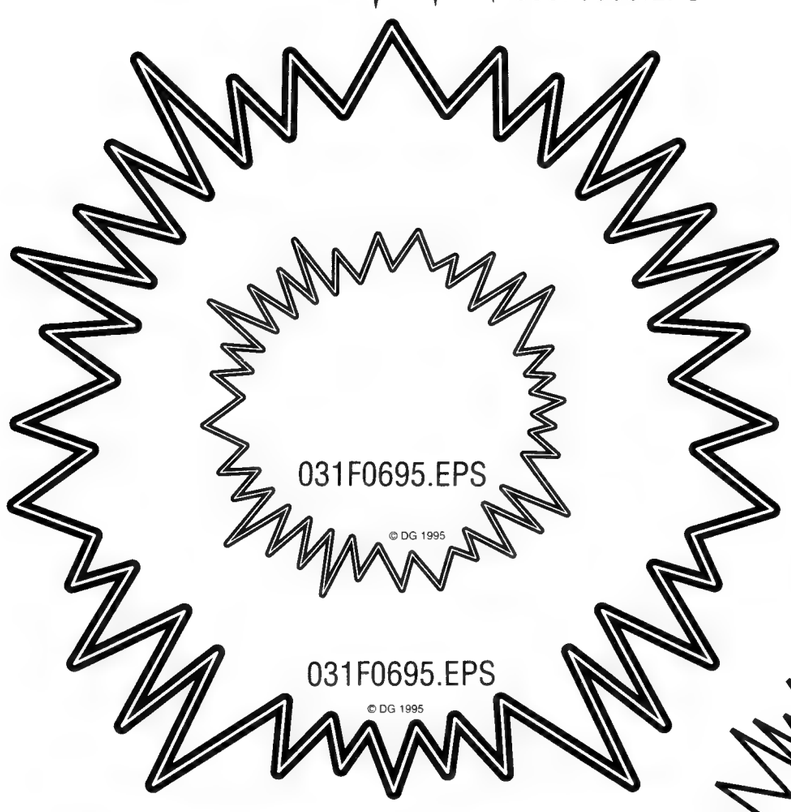

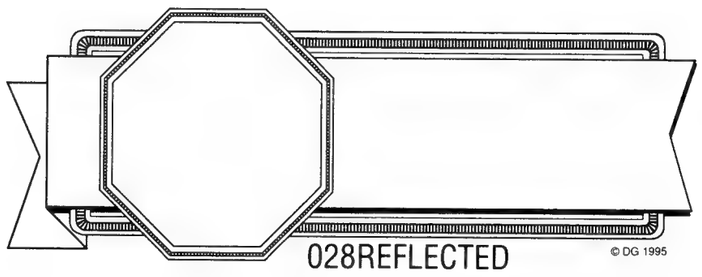

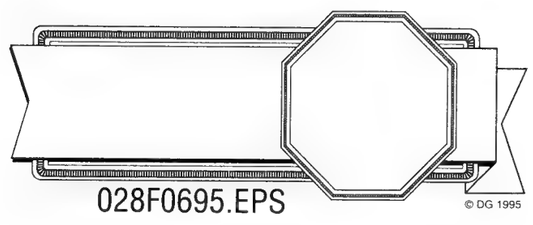

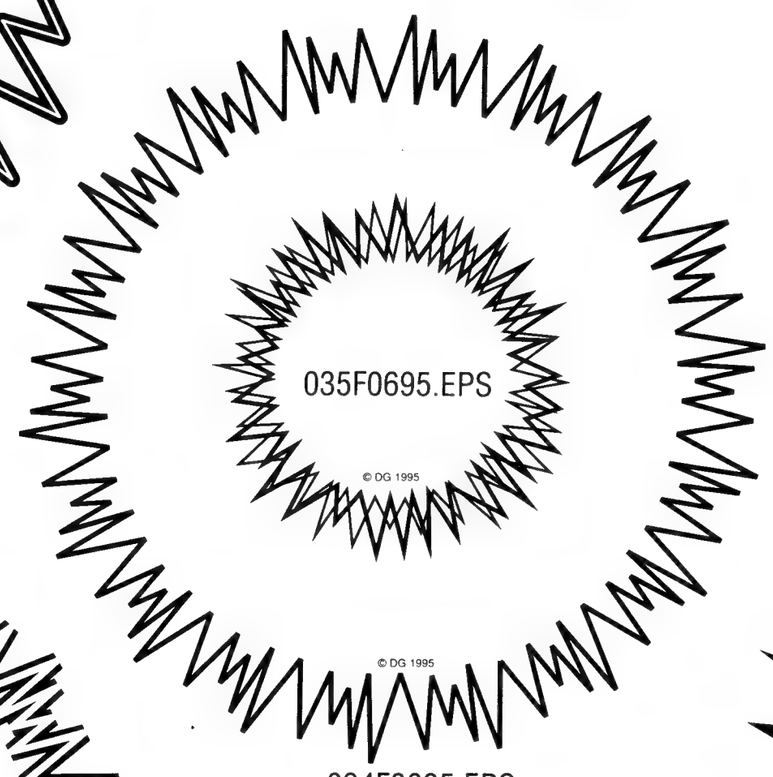

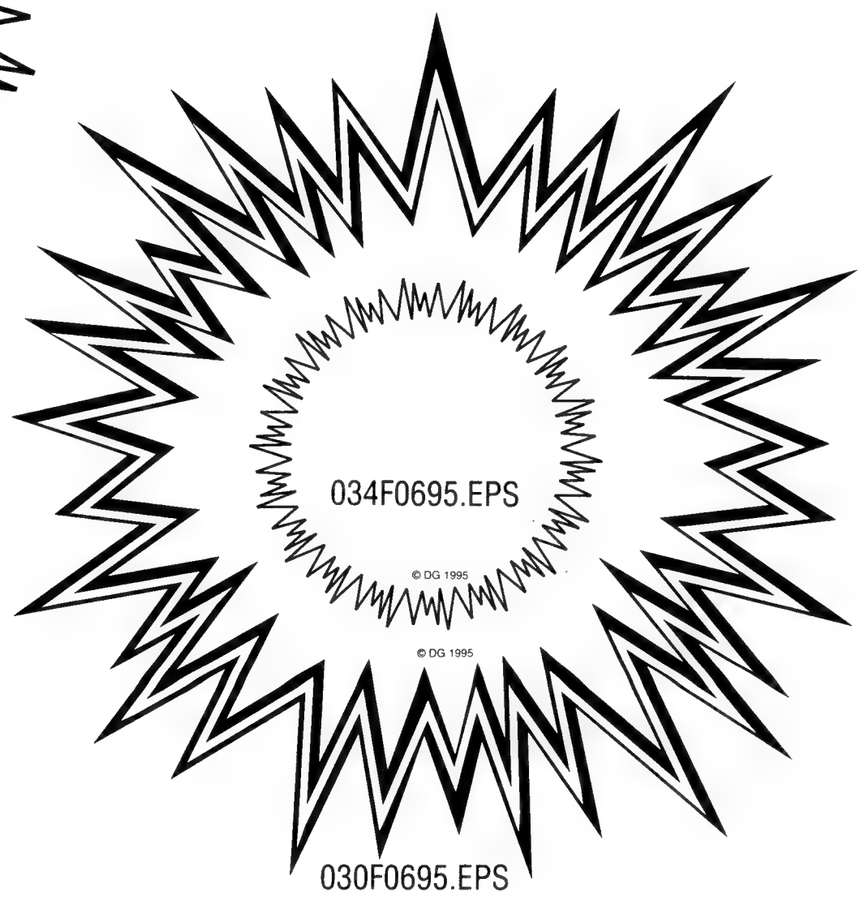

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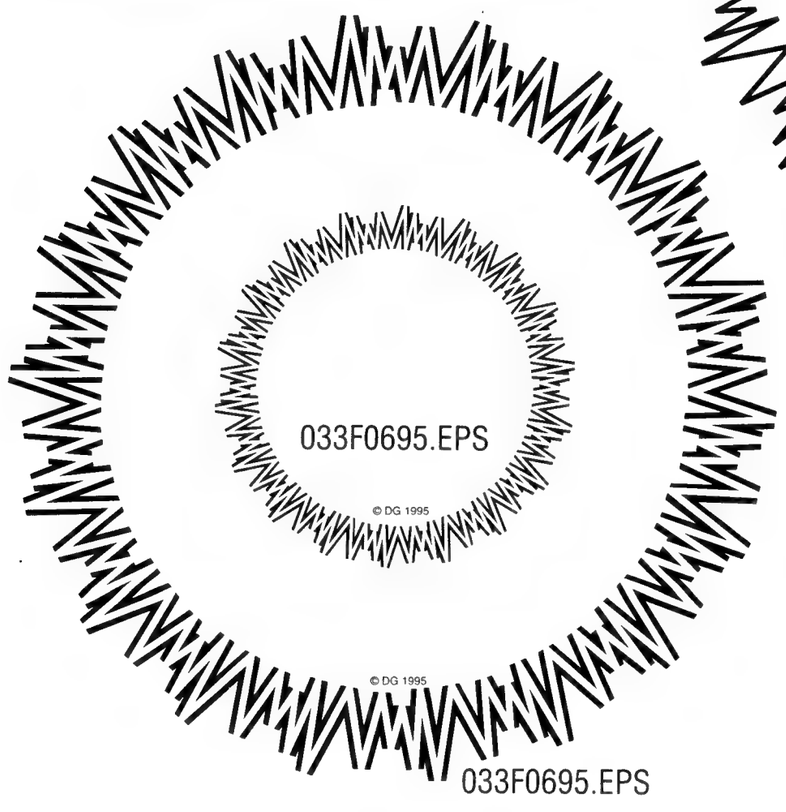

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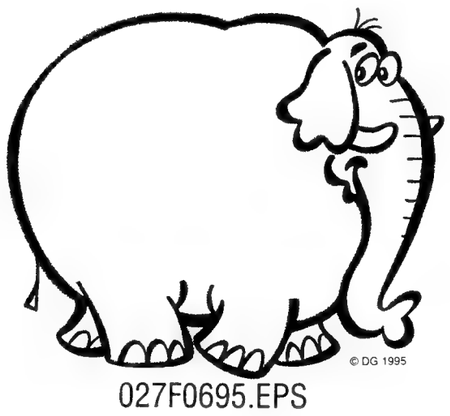

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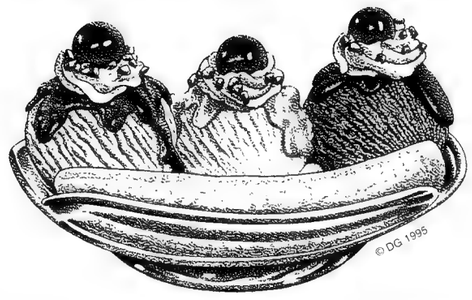

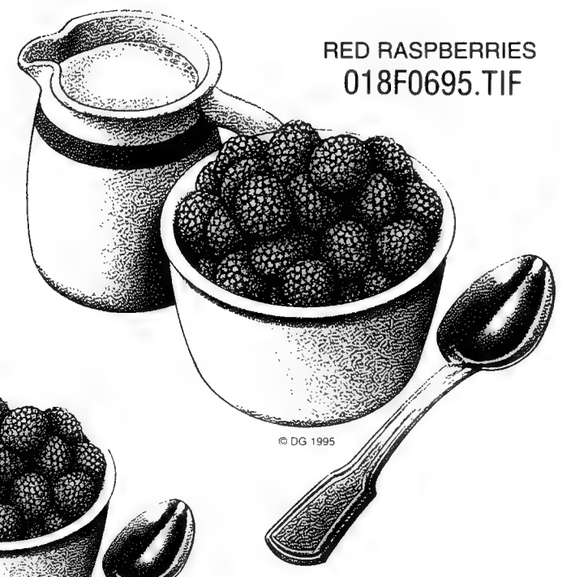

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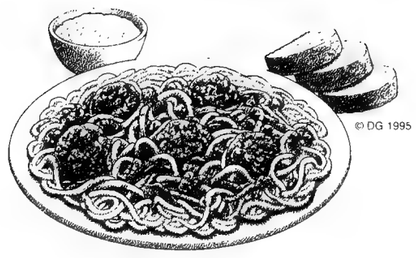

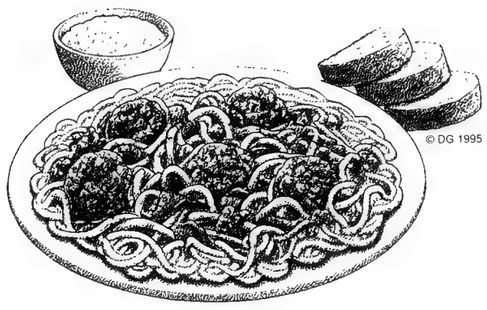

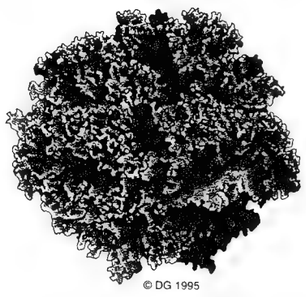

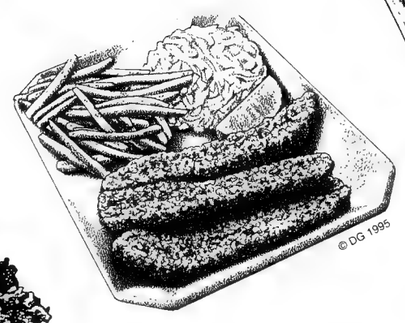

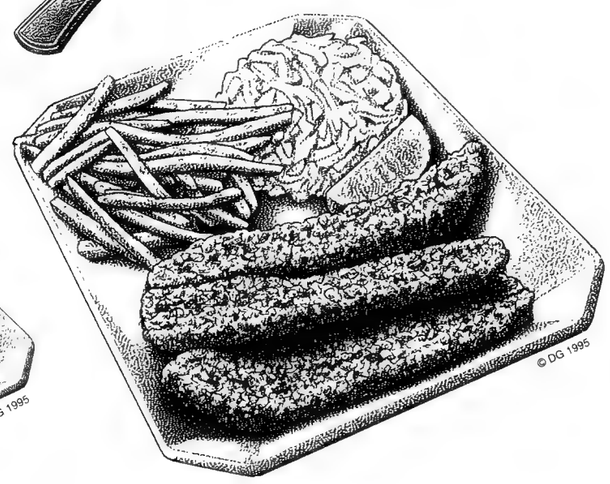

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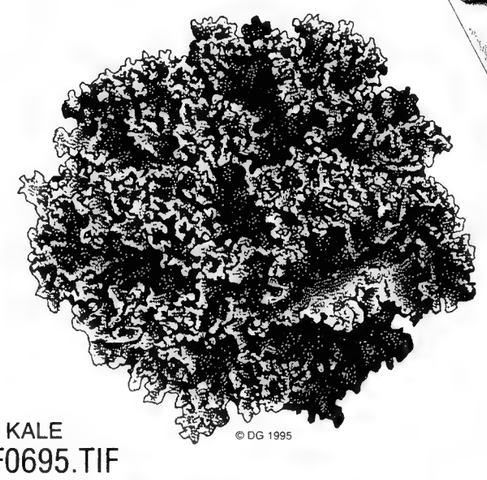

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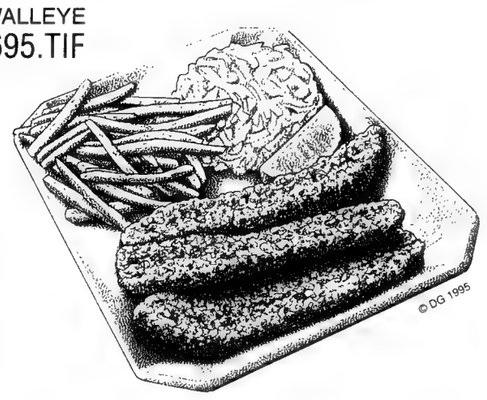

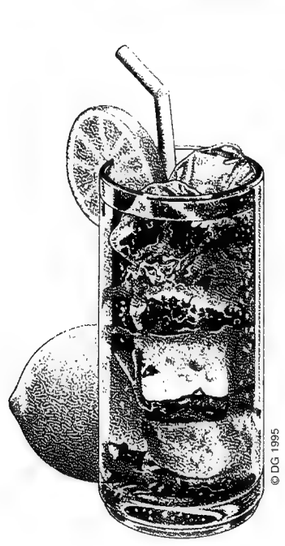

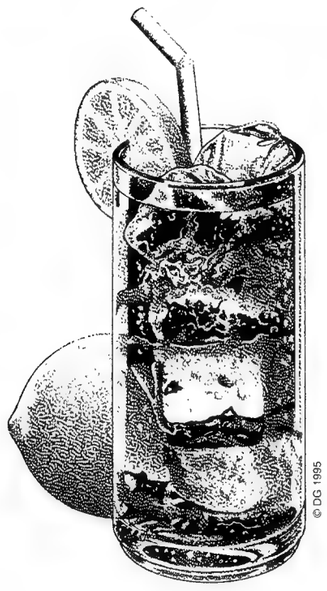

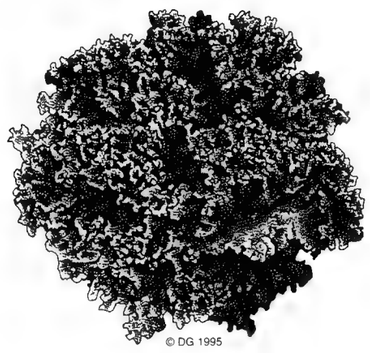

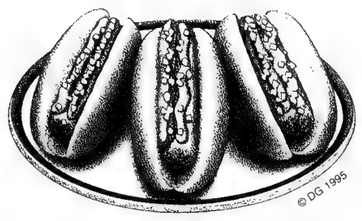

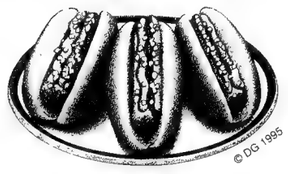

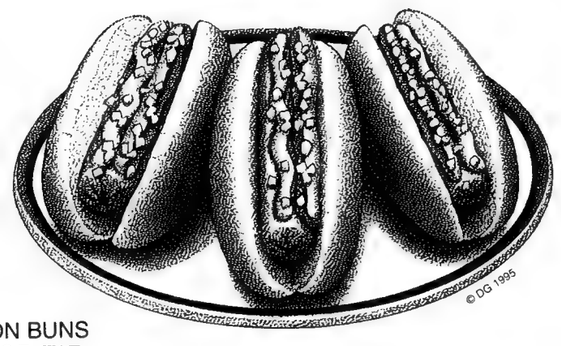

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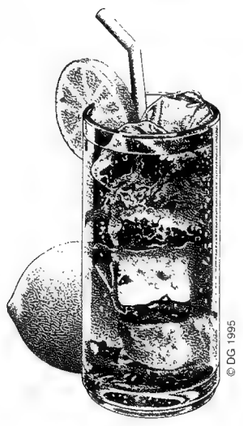

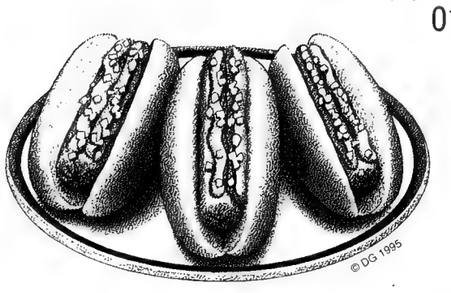

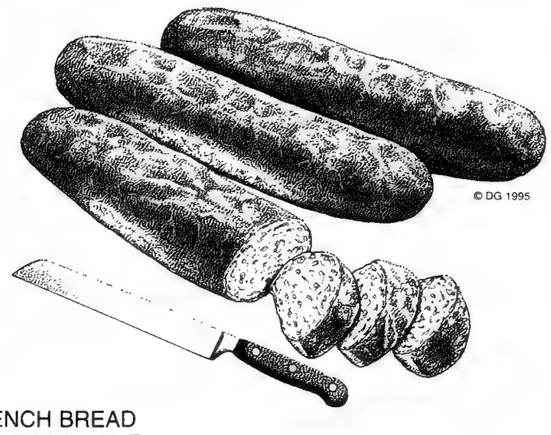

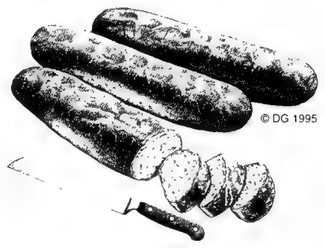

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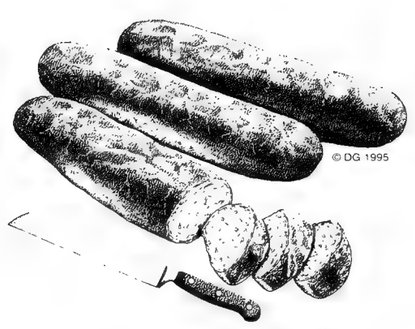

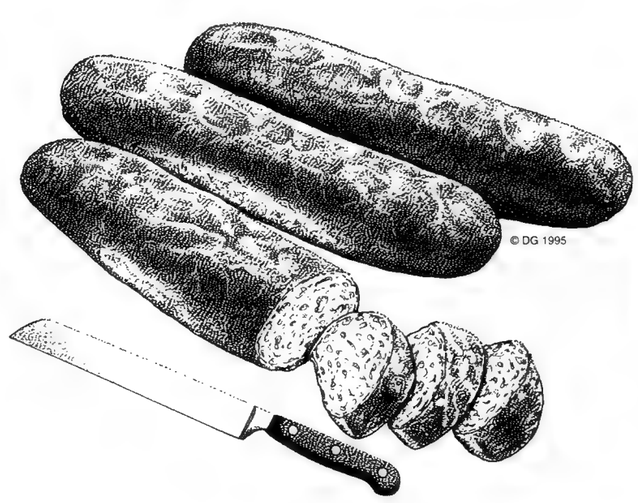

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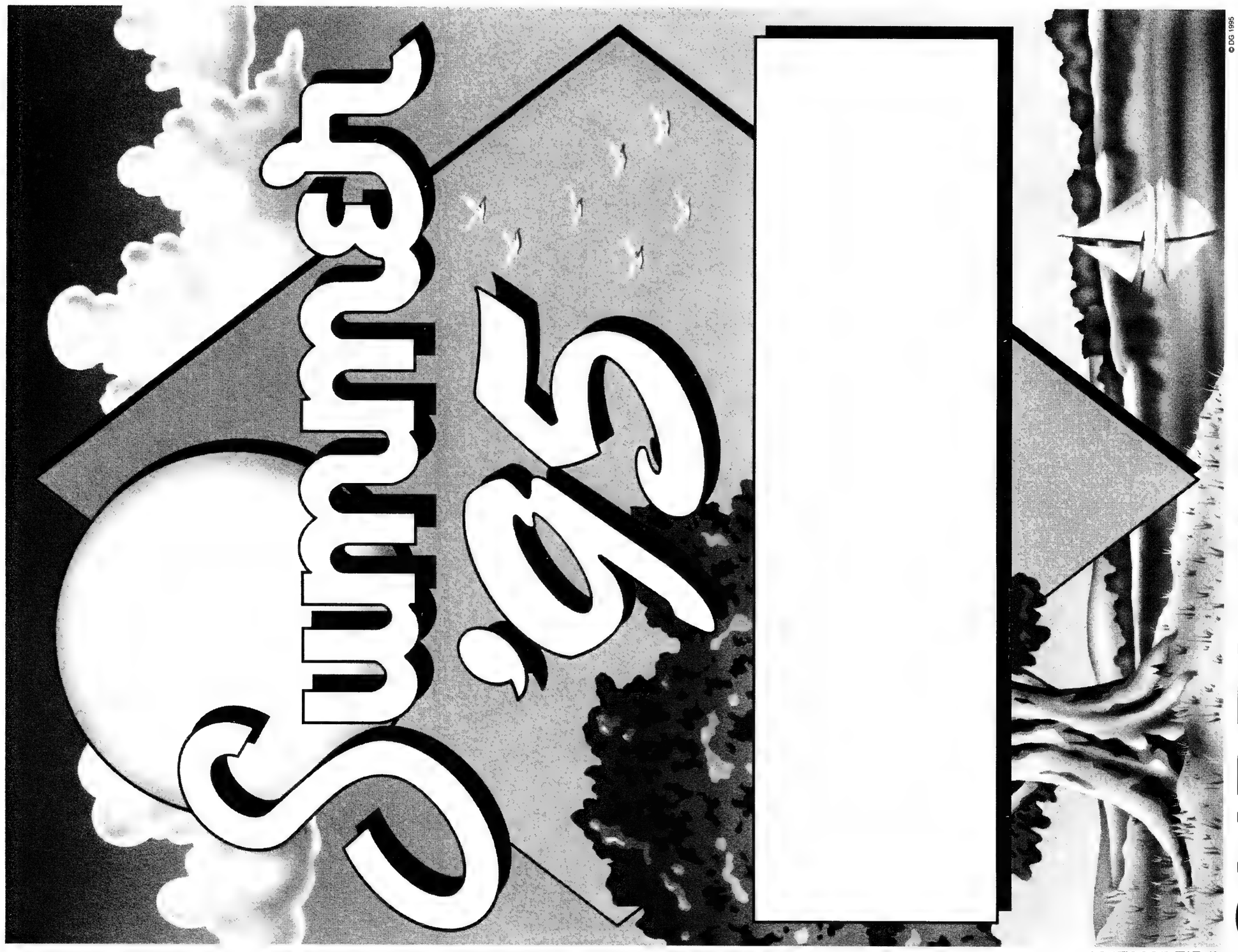

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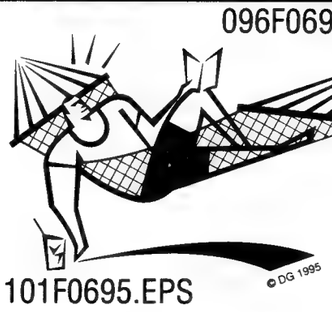
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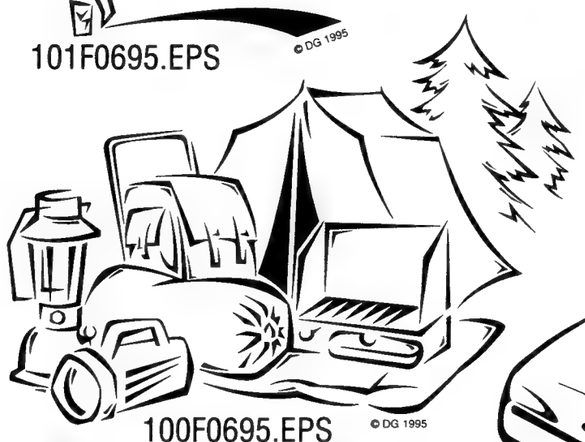
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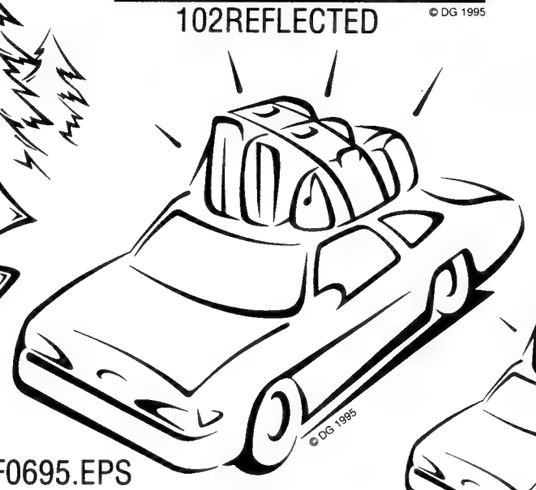
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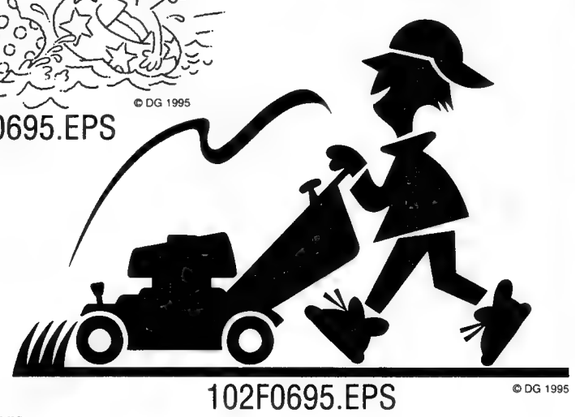
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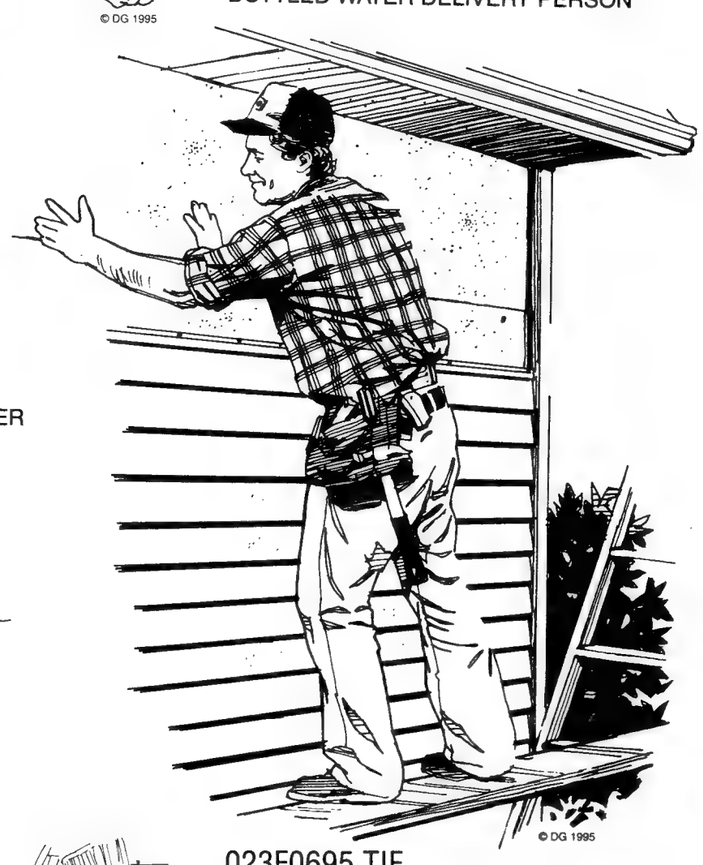
ALUMINUM SIDING INSTALLER



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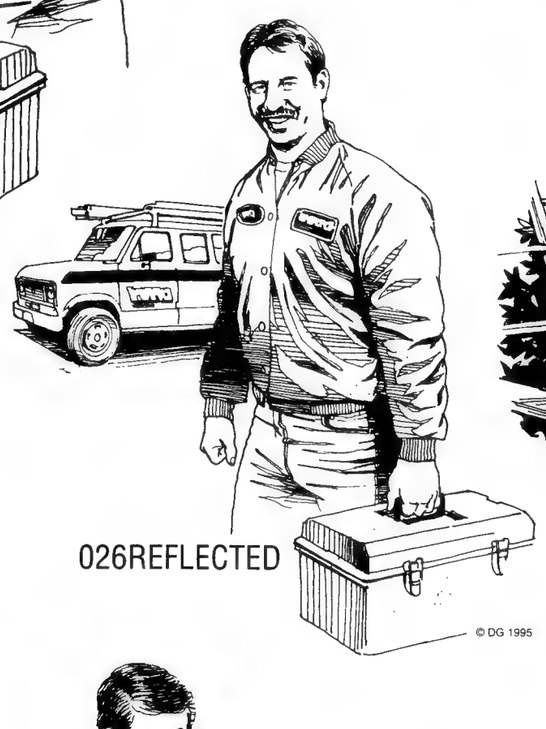
026F0695.TIF

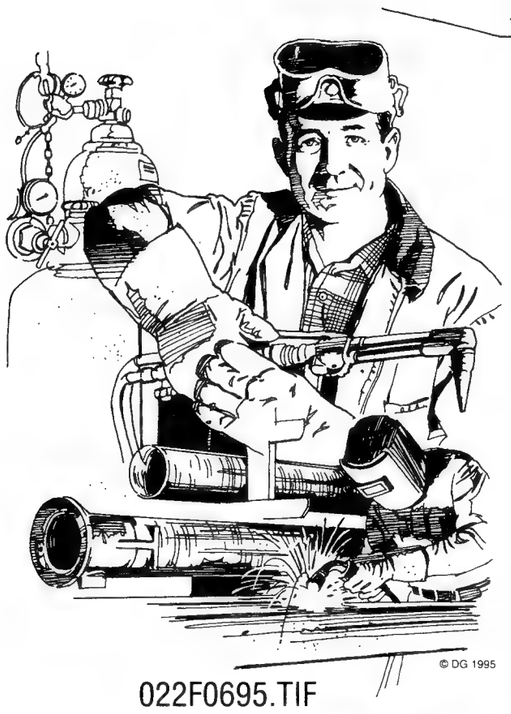
REPAIR PERSON

026F0695.TIF



026REFLECTED

023REFLECTED



022F0695.TIF

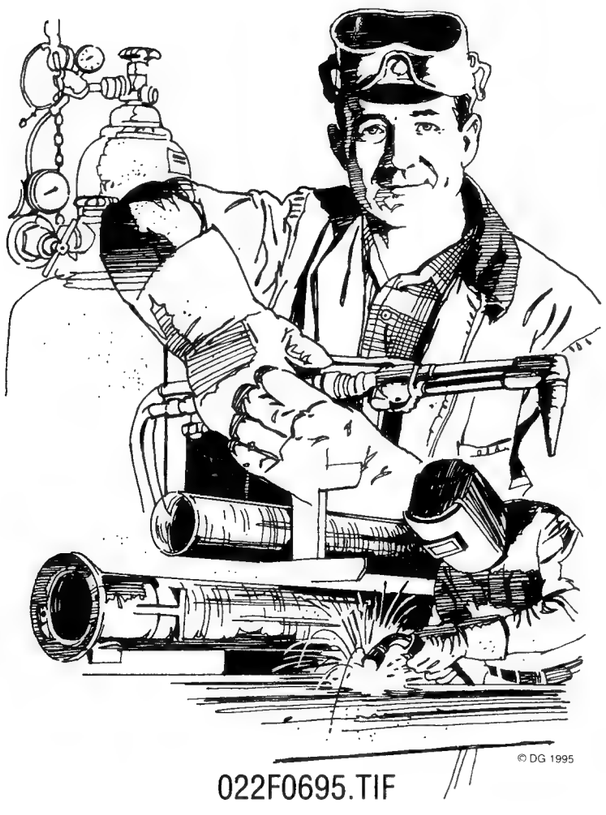
021F0695.TIF

CHEF

021F0695.TIF

020REFLECTED

021REFLECTED



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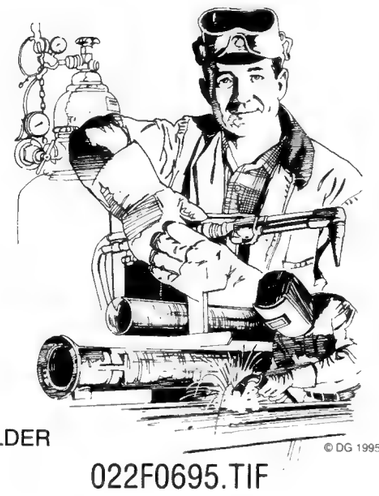


WELDER

022F0695.TIF

020F0695.TIF

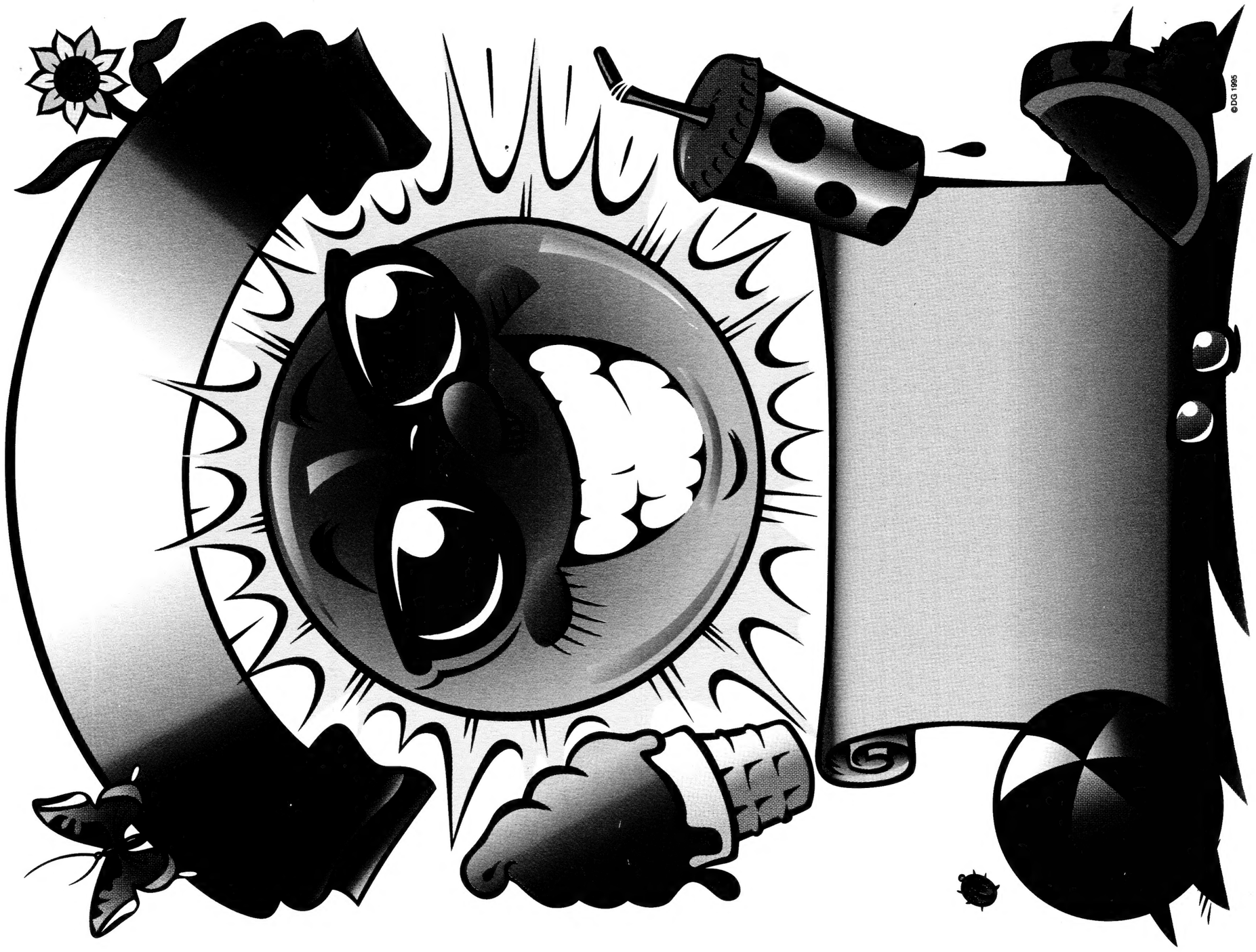
STOCK BROKER

020F0695.TIF

Note: Numbers identify images for Electronic PMS subscribers.

005T0695.EPS

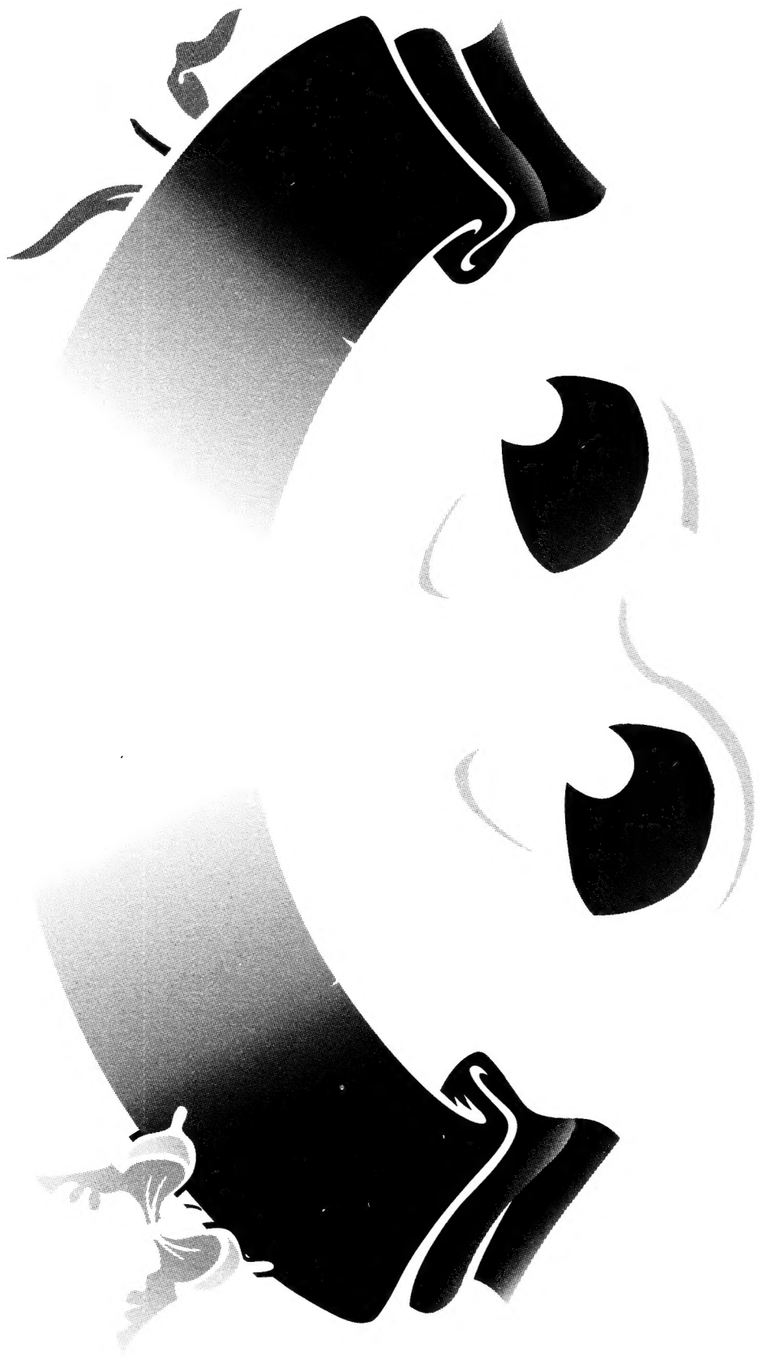
Shown below is the full color proof of the color separations appearing on pages 27 and 28.

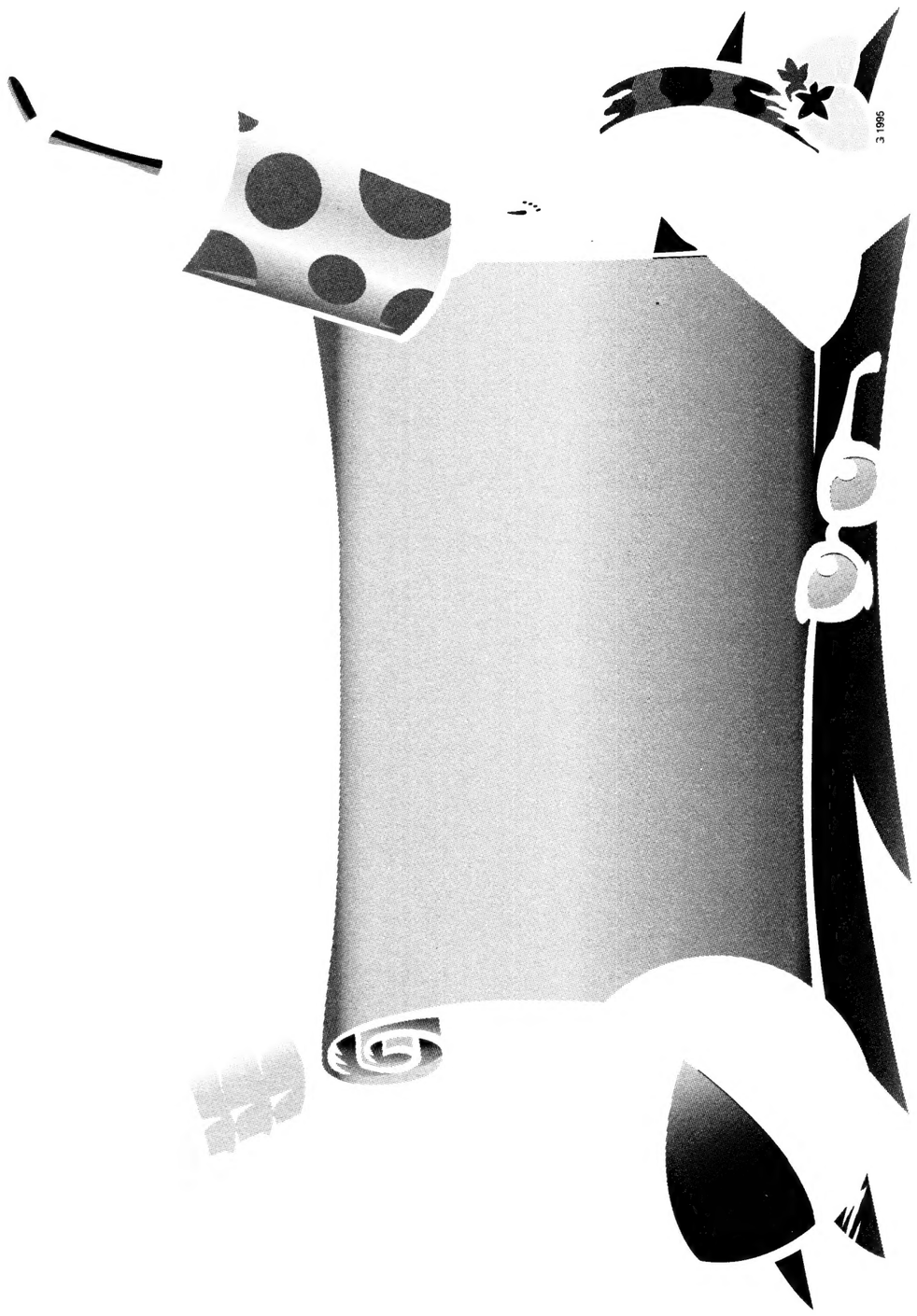


001C0695.EPS (Color Separated)

• RED PLATE

• YELLOW PLATE





• BLUE PLATE

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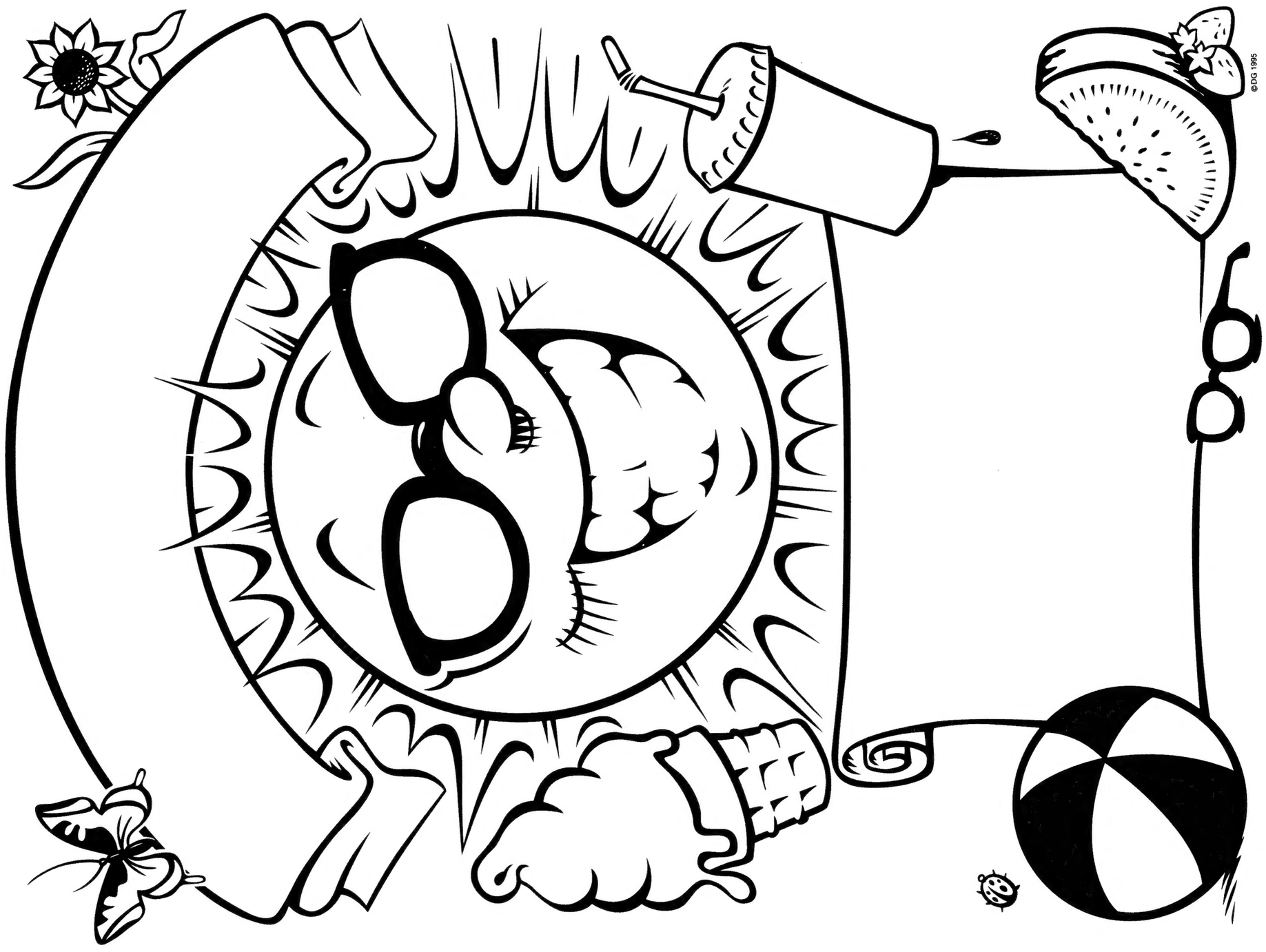
This Print Media Service 4-color separation is camera ready. Full-color proof is shown on Page 26. To achieve full color, print the red plate in process magenta, the yellow plate in process yellow, the blue plate in process cyan, and the black plate in black. All printers are separated in 85-line screen.



• BLACK PLATE

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